PODCAST AD BRAND LIFT: Midroll, the advertising arm of podcast industry leader Stitcher, commissioned Nielsen to conduct ad-effectiveness studies for eight national brands who placed ads on podcasts represented by the advertising network in 2018. This represents the podcast industry’s largest aggregate releases of ad effectiveness data – the studies tracked eight national brands advertising 11 different products spanning all major consumer categories including soft drinks, consumer packaged goods, retail and more.

PODCASTS GENERATE UP TO 4.4X BETTER BRAND RECALL than widely-used forms of digital advertising (scroll ads, static ads and pop-up ads).

The comparative data for the digital display ad data is sourced from the Associated Press-NORC Center for Public Affairs Research, 2017

OF LISTENERS EXPOSED TO AN AD, 61 PERCENT SAID THEY WERE LIKELY TO BUY – THAT’S A 10% LIFT

A consumer packaged goods brand had a 90% INCREASE IN PURCHASE INTENT after working with Midroll to develop and place their ads.

118% MORE PEOPLE WHO HEARD A PODCAST AD WERE MORE LIKELY TO BUY A NEW FLAVOR FOR A NATIONAL SOFT DRINK BRAND.

Read the case studies at midroll.com/brand-study