

STATE OF AUDIO

**THE
NEW
RULES
OF PODCAST
ADVERTISING**

Featuring exclusive industry insights from:

ADOPTER MEDIA

mynt/agency OXFORD

Episodes

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The rules have changed



Leah Reis-Dennis
Head of Podcasts, Audacy

I'll never forget the first time a podcast truly captivated me. It was 2014. I was living in Boston, working my first job out of college, when my coworkers reserved a conference room just to listen to the finale of *Serial* the day it released. We were hooked. In the decade since, podcasting has undergone a massive shift—but that level of audience engagement hasn't changed.

Podcasting is currently in its most competitive and fast-moving phase yet.

Over the past 10 years, the medium of podcasting has shifted from a niche experiment to a core piece of our media diet. Audiences have expanded, measurement tools have improved, and brands that once looked at podcasts as quirky outlets to test their budgets now embrace podcasts as permanent and non-negotiable line items.

However, much of the standard podcasting advice for brands and creators hasn't kept pace with its recent rapid growth. Tactics designed when the medium was finding its footing no longer hold up.

The data shows a clear shift in what actually drives performance now:

Reach vs. Relevance: Mid-sized, focused shows frequently deliver higher conversion than massive celebrity feeds.

Influence vs. Trust: Outcomes are driven by how deeply an audience trusts a host, not the host's overall follower count.

Transactions vs. Integration: Brands getting the highest ROI treat podcasting as a long-term channel rather than a one-off media buy.

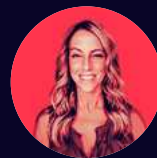
We put this playbook together to replace outdated assumptions

with what is actually working in the market today. Whether you oversee significant audio spend or are planning your first foray into the space, these insights reflect where the channel is right now.

WANT MORE EXPERT VOICES? HEAR FROM OUR INDUSTRY VETS THROUGHOUT THE GUIDE



Dan Granger
*CEO and Founder,
Oxford Road*



Christine Hess
*Director of Account
Strategy, Mynt*



Adam McNeil
*SVP of Client Services,
Adopter Media*

CH 1

Podcasting grew up

From experimental — to established

The new landscape



THEN

In the not-so-distant-past, putting money into podcasting was considered a bold move. A “let’s test it and see” kind of spend. Something you did with the experimental slice of the budget while the real money went somewhere more proven.

NOW

That time is over.

The floodgates opened

A few years back, podcasting was treated as an experimental testing ground. More than half of all Americans — 158 million people — now listen to podcasts every single month. To put that in perspective, that’s more Americans than those who have a gym membership, own a dog, or drink coffee regularly. Okay, maybe not coffee. But still. And the amount of time people spend listening has increased by 380% over the last 10 years. That’s not a trend. That’s a transformation.

WEEKLY TIME SPENT WITH PODCASTS

U.S. POPULATION 13+

Source: *The Podcast Consumer*, Edison Research SSRS, 2026



\$3.0B
PROJECTED
2026
PODCAST
AD SPEND¹

+386%
10 YEAR
GROWTH
IN PODCAST
CONSUMPTION²

2.1X
AVERAGE
MONTHLY
CAMPAIGN
SCALING³

Source: (1) Emarketer Forecast, Dec 2025 | (2) Share of Ear, Edison, 2026 | (3) eMarketer and Magellan AI, November 2025; *The Podcast Advertising Opportunity*, eMarketer, Jan 2026

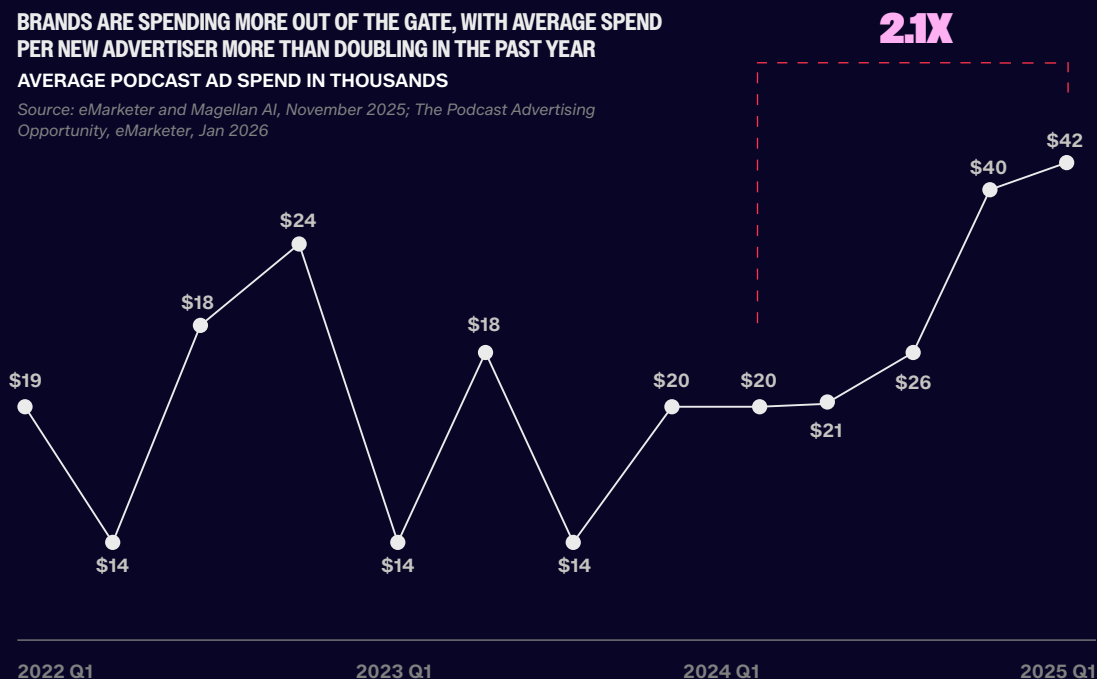
...and advertisers have noticed

The brands flooding into this space aren't doing it on a hunch. They're following results. We've seen 129% growth in new podcast advertisers in the past five years. And monthly spend per new advertiser more than doubled in a single year — from \$20K to \$42K. That's looking a lot less like a test budget, and a lot more like a line item.

BRANDS ARE SPENDING MORE OUT OF THE GATE, WITH AVERAGE SPEND PER NEW ADVERTISER MORE THAN DOUBLING IN THE PAST YEAR

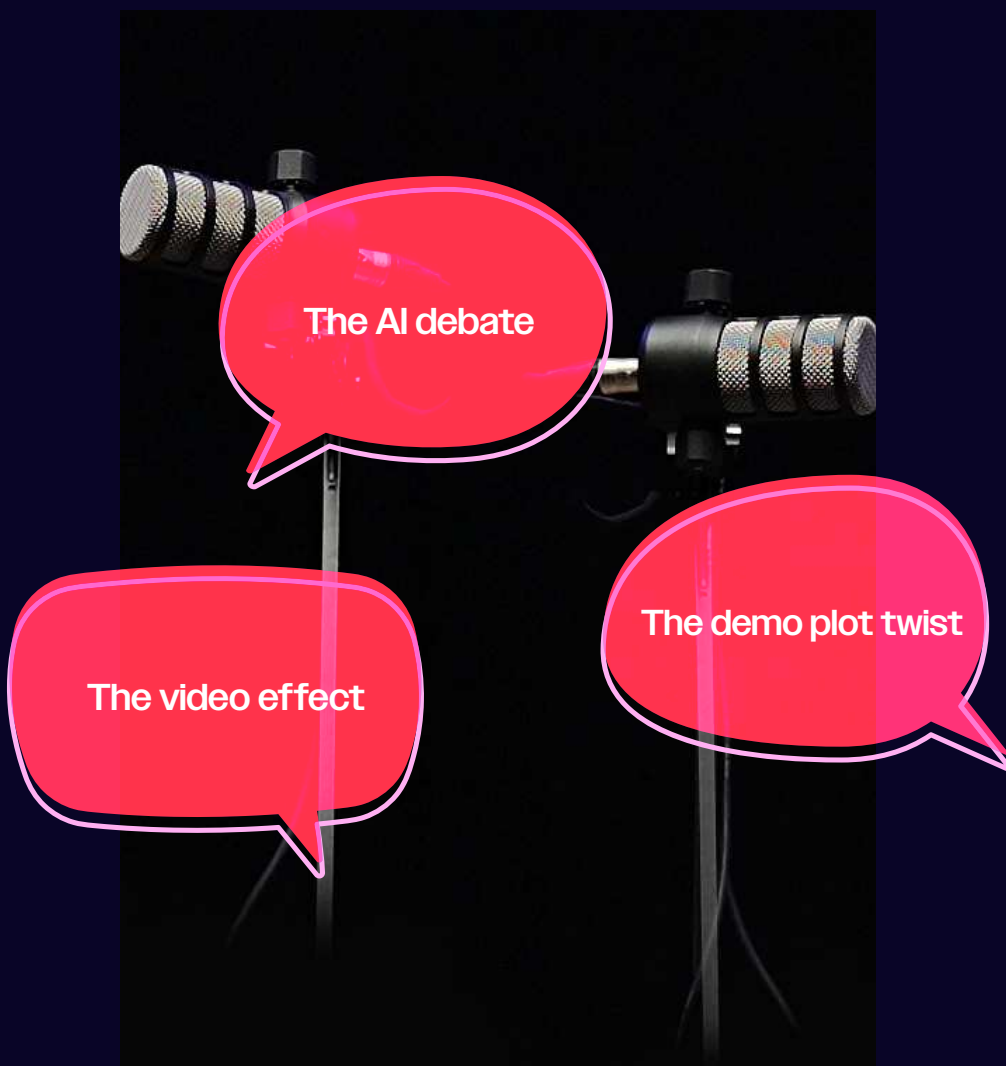
AVERAGE PODCAST AD SPEND IN THOUSANDS

Source: eMarketer and Magellan AI, November 2025; The Podcast Advertising Opportunity, eMarketer, Jan 2026

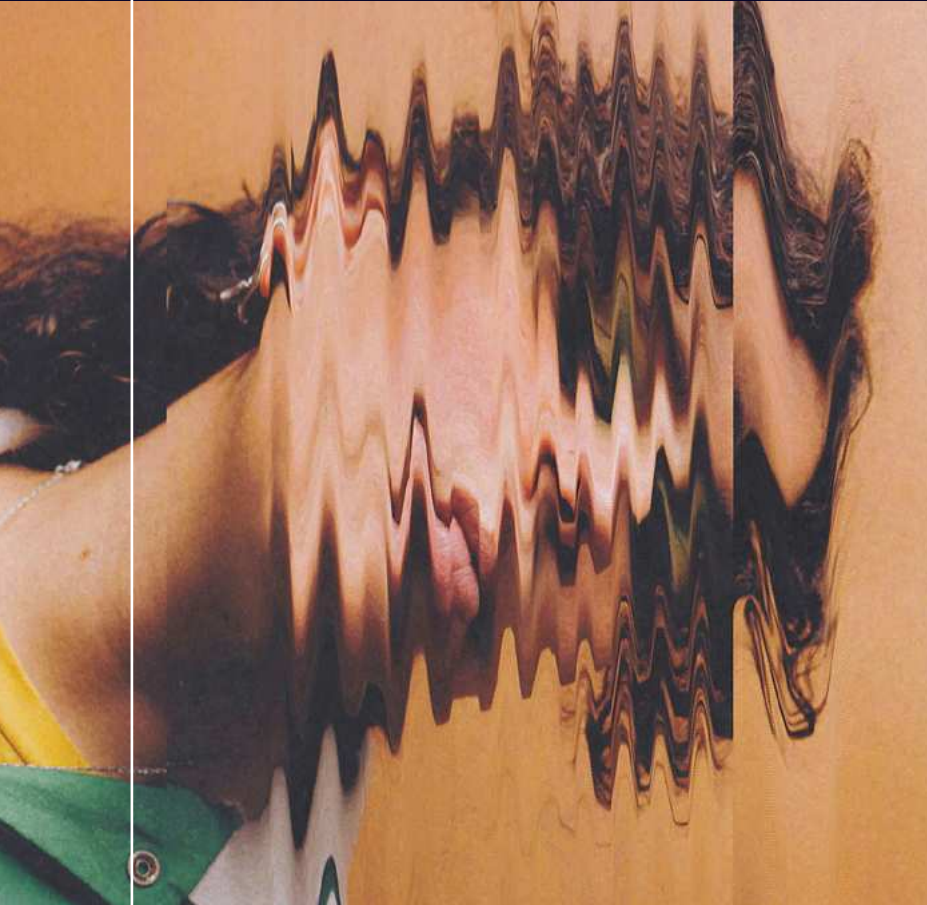


What's spurring the podcast glow up?

The audience is getting younger, more diverse, and more valuable. The formats are expanding. And the brands figuring that out right now are going to have a significant head start on the ones still treating this as an experiment. Podcasting isn't just growing. It's evolving. That's what this chapter is all about.



The demo plot twist



THEN

Podcasting is no longer just for the Millennial white guy. The audience who built this medium (and we say this with love) was a pretty specific slice of America: educated, male, probably somewhere in his early 30s, very into long-form interviews.

NOW

That guy is still here. But he's got a lot of company.

Gen Z has entered the villa

These young adults are hyper-connected, but notoriously hard to catch. Trend-chasing doesn't cut it anymore. Authenticity does. And that's the plot twist: for this generation allergic to anything that feels fake, podcasting is winning because it's built on trust.

64% OF GEN Z LISTENERS NOW CONSUME PODCASTS MONTHLY, TURNING IT INTO ONE OF THEIR PREFERRED MEDIA FORMATS¹

40% OF PODCAST LISTENERS WILL BE GEN Z AND GEN ALPHA BY 2029²

GEN Z IS FORECASTED TO TAKE THE 'LARGEST PODCAST GENERATION' CROWN FROM MILLENNIALS BY THE END OF THIS YEAR²

SO HOW IS GEN Z DISCOVERING PODCASTS?³



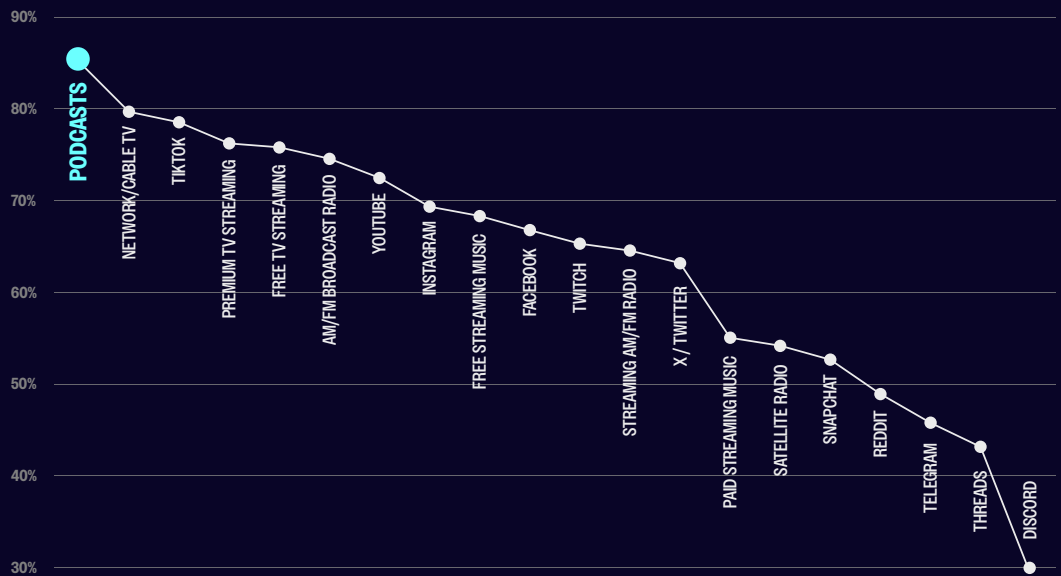
Source: (1) Infinite Dial Report, Edison Research at SSRS, 2026 | (2) The Podcast Advertising Opportunity, eMarketer, Jan 2026 | (3) The Gen Z Audio Report, Edison Research at SSRS, 2025

Built for her

Women didn't suddenly discover podcasts. Podcasts finally started speaking to women. Their listenership has tripled over the past decade, fueled by relatable hosts and communities built around shared experiences.

Not only are women listening, but podcast ads are also officially the best way to get their attention. Women are significantly more likely to recall an ad heard during a podcast compared to any other media channel.

PODCAST ADS ARE THE BEST WAY TO GET THE ATTENTION OF WOMEN PRIME USERS OF EACH MEDIUM RECALLING AN AD IN THAT MEDIUM IN PAST WEEK



Source: The Podcasting Advertising Anomaly: New Research on Attention and Gender, Sounds Profitable, May 2025

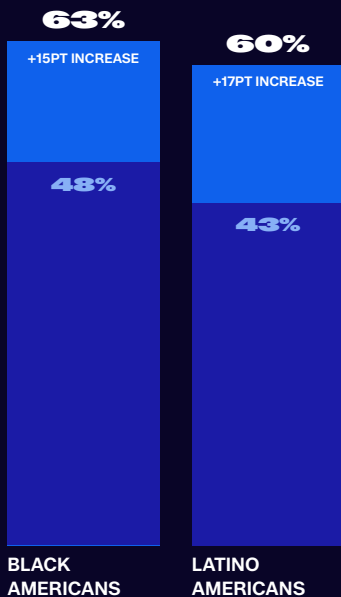
Base: For each media type, "Prime" users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

The multi-cultural shift

Podcasting has become more reflective of America itself, with Latino and Black audiences increasing listenership in recent years.

MONTHLY PODCAST CONSUMPTION

■ 2026 ■ 2024



Source: Infinite Dial Report, Edison Research at SSRS, 2026

Meet today's podcast listeners

They're more affluent, more engaged, and more diverse than ever. Now meet Audacy's listeners — and notice how much further we go.

AUDACY DEMOGRAPHICS VS. PODCAST INDUSTRY

■ AUDACY DEMOGRAPHICS ■ PODCAST INDUSTRY

WOMAN



COLLEGE EDUCATION



INCOME \$75K-100K COMPARED TO INDUSTRY AVERAGE



INCOME \$100K-150K COMPARED TO INDUSTRY AVERAGE

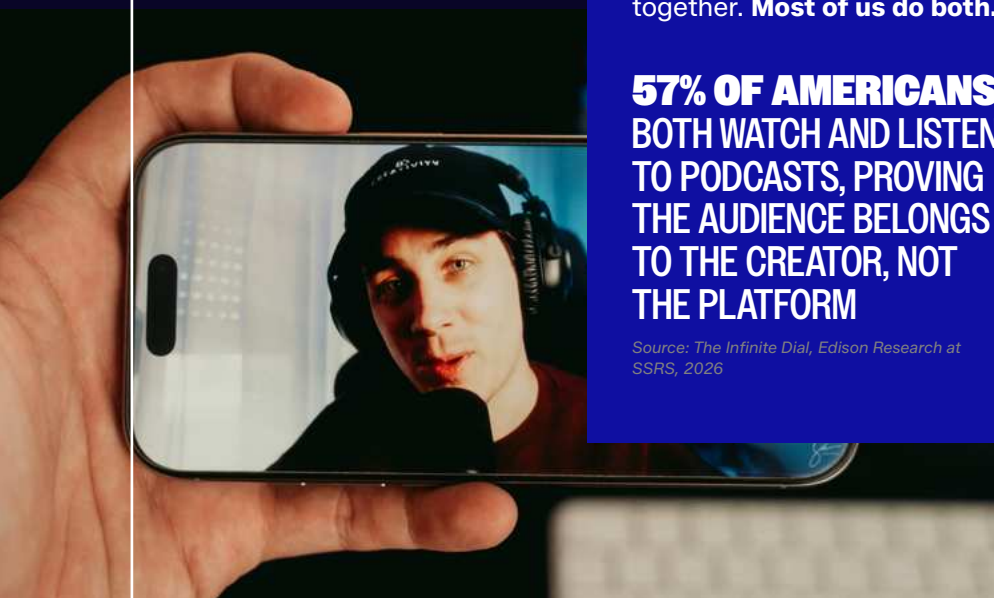


INCOME OVER \$150K COMPARED TO INDUSTRY AVERAGE



Source: Edison Podcast Metrics, 2026 Q1

The video effect



It's not an 'either/or' strategy

First things first: this isn't an audio vs. video competition. Think of it like peanut butter and jelly. Perfectly fine on their own. Genuinely iconic together. **Most of us do both.**

57% OF AMERICANS BOTH WATCH AND LISTEN TO PODCASTS, PROVING THE AUDIENCE BELONGS TO THE CREATOR, NOT THE PLATFORM

Source: The Infinite Dial, Edison Research at SSRS, 2026

PODCAST CONSUMPTION OVERVIEW

TOTAL U.S. POPULATION 12+

Source: The Infinite Dial, Edison Research at SSRS, 2026

20%

DID NOT LISTEN NOR WATCH

2%

WATCHED PODCASTS BUT DID NOT REPORT LISTENING

57%

LISTEN TO AND WATCHED PODCASTS

21%

LISTENED TO PODCASTS BUT DID NOT REPORT WATCHING

THEN

Podcasting started with a mic, a pair of headphones, and a story to tell. No lights. No camera. No hair and makeup. Just a voice in your ears and your imagination filling in the rest.

NOW

That intimacy is still the soul of this medium, and it's not going anywhere. But the room has gotten a lot bigger. Video podcasts are here to expand the ecosystem, and usher in the wave of the future.

Video expands reach. Audio deepens influence.

Audio delivers a special experience: screen-free access, deep intimacy, the kind of storytelling that lives in your head for days. It's also where conversion happens most efficiently. Video podcasts bring the discovery: shareability, scroll-stopping moments, and net new audiences who never would have found the show otherwise.

AUDIO SUPERPOWERS

- Built on trust
- Intimate engagement
- Screen-free listening
- Most effective cost per conversion
- Host relationship drives full attention



VIDEO SUPERPOWERS

- Built for discovery and shareability
- Eye-catching moments
- Lean-back relaxation
- Opens new monetization lanes
- Deepening connection with visual attention and entertainment

Discovery funnel

Video helps podcasts get discovered, and unlocks net new audiences. It may not be how they finish a podcast — but it's increasingly how they find one.



say they have started listening to the audio-only version of a podcast after discovering its video version

Source: Edison Research, The Evolving Ear, 2026

Platform monetization

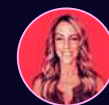
There's a platform shift happening that has big implications for advertisers. For a long time, video podcasting basically meant YouTube. And YouTube is enormous, but it's also a walled garden. Today, that framework is changing.

Platforms such as Apple are now bringing video natively into their apps. This opens up monetization lanes that simply didn't exist in YouTube's closed ecosystem. And brands have an exciting chance to think differently. As the line blurs between podcasts and "shows," we have an opportunity to plan and buy based on the full creator ecosystem.

INSIGHTS

EXPERT

"Podcasts are becoming a hybrid video/audio buy, not a separate category. And video brought something audio never had: visual ad real estate. Lower-thirds, on-screen product placement, a host holding up a product on camera — these are incremental units with their own pricing logic. It's more complex. It's also a lot more interesting."



Christine Hess
Director of Account
Strategy, Mynt

The AI debate



THEN

There's an old school low-tech nostalgia that we associate with podcasting. That's part of the beauty of the medium: democratized and proud of it. All you needed was talent, a mic, and a dream. No gatekeepers. No budget requirement. Just a voice worth listening to.

NOW

There's enough artificial intelligence to disrupt all of that. The question isn't whether AI can change podcasting. It obviously can. The question is whether we should let it.

Know your place

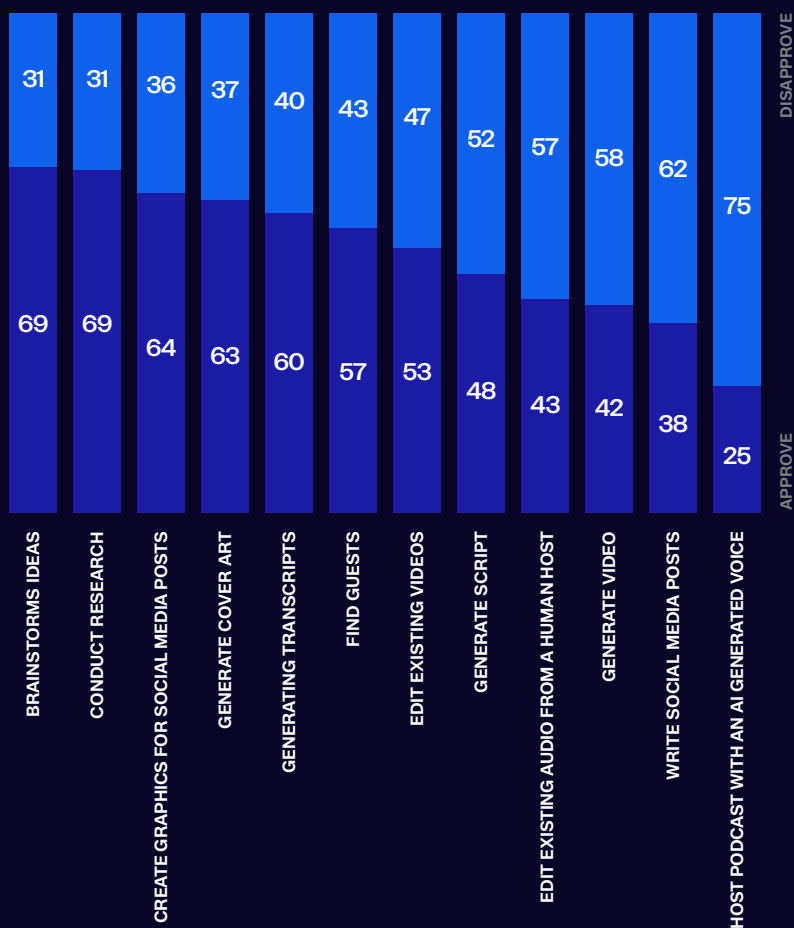
Podcast audiences are only fine with AI if it stays in its lane, away from the humans they trust. Efficiency? Great. Smarter targeting? Absolutely. Streamlined workflows? Sure.

But the moment AI starts touching the host's voice, the storytelling, or the human connection at the center of this medium — support drops off a cliff.

DO YOU APPROVE OR DISAPPROVE OF PODCASTS USING GENERATIVE AI TO COMPLETE THE FOLLOWING STEPS OF THE PODCAST CREATION PROCESS?

U.S. WEEKLY PODCAST CONSUMERS, AGE 13+, Q1 2026

Source: Podcast Metrics, Edison Research at SSRS, 2026



INSIGHTS

EXPERT

"This is an industry that is built on trust and relationship between host and audience in a way that is unique. We should be careful about playing with powerful forces like AI that can erode that trust very quickly."



Dan Granger
CEO and Founder of Oxford Road

AI belongs backstage

The smartest creators and brands aren't avoiding AI. They're deploying it right where it belongs — behind the scenes, doing the unglamorous work that makes campaigns perform. Smarter audience targeting. Faster creative testing. Real-time measurement. Performance forecasting. Production logistics. Research and transcription. AI is exceptional at all of it. That's not a threat to podcasting. That's a gift to it.

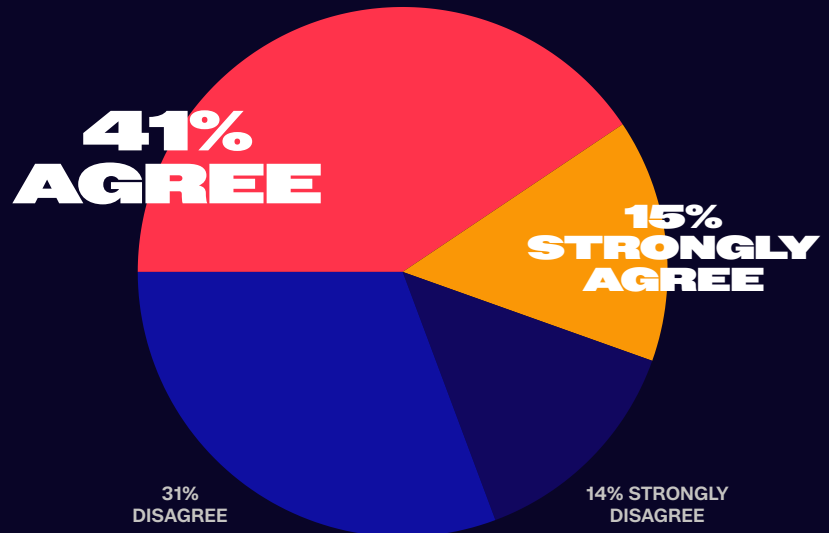
56% OF PODCAST CONSUMERS AGREE THAT AI IS A HELPFUL TOOL IN BACK-END PODCAST PRODUCTION

Source: Podcast Metrics, Edison Research at SSRS, 2026

AGREE/DISAGREE STATEMENT: AI IS A HELPFUL TOOL IN THE PRODUCTION OF PODCASTS

U.S. WEEKLY PODCAST CONSUMERS, AGE 13+, Q1 2026

Source: Podcast Metrics, Edison Research at SSRS, 2026



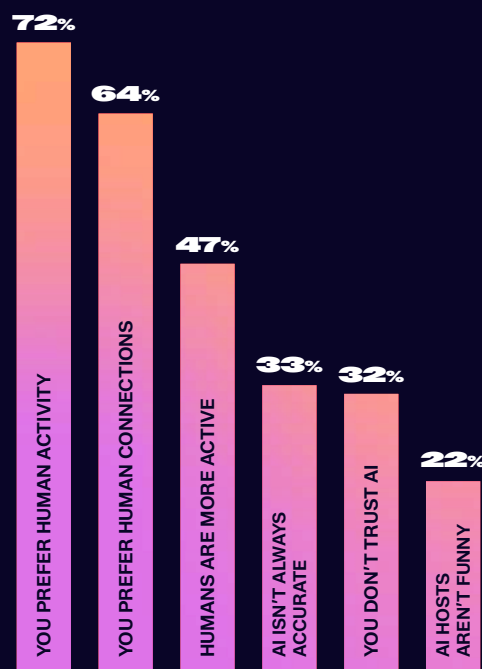
Humans belong on stage

Will AI replace human creativity? In podcasting, listeners have already answered that question. Loudly.

Podcasting runs on something algorithms can't manufacture: **authentic human connection**. The spontaneous tangent that becomes the best moment of the episode. The unfiltered opinion that makes someone feel genuinely seen. That's not content. That's a relationship. And listeners aren't willing to hand it over to a machine.

WHICH OF THE FOLLOWING ARE REASONS WHY AN AI-HOSTED PODCAST WOULD BOTHER YOU?

U.S. WEEKLY PODCAST CONSUMERS, AGE 13+, Q1 2026



Source: Podcast Metrics, Edison Research at SSRS, 2026

Protect the thing that makes it work

Audio is the most human medium we have. Let's keep it that way. The debate isn't really about whether AI is useful. It's about whether AI can replicate the trust, intimacy, and vulnerability that makes podcasting work in the first place.

62% OF CONSUMERS VIEW AI AS AT LEAST SOMEWHAT OF A THREAT TO PODCAST CREDIBILITY

Source: Edison Podcast Metrics, Edison Research at SSRS, Q1 2026

Consumers have been pretty clear on where they stand. And brands should pay attention — because that trust is exactly what makes podcast advertising so powerful. The moment the human connection erodes, so does the ad environment that makes this medium worth the investment.

The new rules for brands



PODCASTING IS EXPERIENCED, NOT EXPERIMENTAL

Average advertiser spend more than doubled in a single year. The brands treating podcasts as a test budget are already behind the ones treating it as a line item.

THE AUDIENCE EVOLVED

Gen Z, women, and multicultural audiences have made this medium their own. And they didn't just bring their ears. They brought their wallets — and their loyalty.

AI IS A POWERFUL TOOL — IN THE RIGHT HANDS

Better targeting, sharper measurement, smarter production — listeners are on board with all of it. What they're not giving up is the human on the other end of the mic. Use AI to optimize. Never use it to replace.

VIDEO & AUDIO ARE BETTER TOGETHER

Brands that treat audio and video as tag-team partners, not competitors, will reach more people without spending a dollar more.



CH 2

The creator evolution

Redefining influence

Let's talk about influence for a second

Podcasting built something rare. Maybe the rarest thing in modern media: a direct line between a human voice and a loyal audience that actually listens. No scrolling past. No muting. Just a person, an audience, and a level of trust that has taken years to build and is incredibly difficult to replicate.

This chapter is about how that influence works, why it converts, and what it means for brands that tap into it.

SUSTAINED ENGAGEMENT

103 MINUTES

is the average amount of time americans spend with podcasts every day... tiktok gets 77 — do the math

Source: eMarketer, June 2025, Adults 18+

REAL INFLUENCE

84%



of listeners have changed their mind because of a podcaster

Source: Acast Podcast Pulse, 2025

GRAB ATTENTION

71% of heavy podcast listeners pay more attention to ads in podcasts than to ads elsewhere

Source: MRI Simmons, 2026 April Podcast Study (F25 USA), Heavy podcast listeners are those who spend 15 or more hours in a typical week listening to podcasts

The influencer myth



Emma Grede, *Aspire*

THEN

Social media handed us a new kind of celebrity: the influencer. Millions of followers, new brand deals, and a carefully curated life. Marketers followed the audience.

NOW

Turns out, the most influential voices in the creator economy aren't the ones with the most 30-second reels. They're the ones in your ears for three hours on a Tuesday.

The parasocial bond

Podcast hosts are the most authentic voices in advertising. Social media influencers are the least. Let that sink in for a second.

MOST AUTHENTIC ADS READ OR ENDORSED BY HOSTS

Source: Audacy Power of Influencers Study, Fielded in Jan-Feb 2026, 1000 respondents, A18+, Q. ads read or endorsed by hosts on which three platforms do you find least authentic?

PODCAST HOSTS:

75%

CABLE TV PRESENTERS:

63%

YOUTUBE STREAMERS:

58%

SOCIAL MEDIA INFLUENCERS:

54%

Podcast hosts are nearly 2x more trusted than traditional social media influencers. Listeners view the host as a trusted peer recommending a product, rather than a celebrity executing a corporate brand deal.

PODCAST CREATORS > SOCIAL INFLUENCERS

55% OF LISTENERS SAY THEIR STRONGEST CONNECTION TO A CREATOR STARTS THROUGH A PODCAST FEED...ONLY 15% CITE SOCIAL MEDIA

Source: Podcasters outshine influencers on trust; hybrid audio-video consumption on the rise, Emarketer, Nov 2025

Hosts with major cred and expertise

Trust doesn't come out of thin air. It's built from deep expertise and credibility. And listeners are craving that. When a host really knows the subject — the history, the culture, the inside jokes — audiences don't just listen. They belong.

The Audacy Podcast Network is home to celebrated experts. Legendary journalists. Sports leaders. Medical experts people trust with their health. And entrepreneurs who've done the work.

HUSTLERS



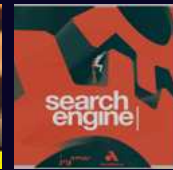
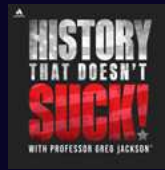
FEMALE EMPOWERMENT



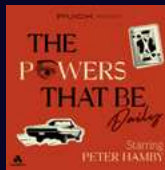
PLAYMAKERS



HISTORY BUFFS & CURIOSITY SEEKERS



CIVICS CLASS



THE SPORTS ANALYSTS



CULTURISTAS



REWINDERS & REWATCHERS



EXPERTISE > SOCIAL FOLLOWERS

PODCAST LISTENERS ARE 21% MORE LIKELY TO BE INFLUENCED BY HOSTS WHO HAVE EXPERTISE IN TOPICS THAT INTEREST THEM THAN THOSE WHO HAVE LARGE SOCIAL MEDIA FOLLOWINGS

Source: Audacy Power of Influencers 2026 Study, 1000 respondents, Adults 18+

The 'bigger isn't always better' rule



THEN

Somewhere along the way, we all got convinced that bigger was better. If a show has millions of listeners, it must be the best place to put your brand, right?

NOW

Not exactly. Celebrity podcasts have their place — they draw in excitement, and give stars a new way to engage with fans. But celebrity reach and genuine audience influence are two very different things. For advertisers, it's not how large the audience is. It's how deeply those listeners connect that matters most. And the data is pretty clear: the strongest conversions don't come from the biggest celebrity names. They come from the most trusted expert voices.

The power of the midfluencer

The brands winning in podcast advertising right now aren't all sponsoring the biggest names. They're finding the mid-sized shows. The shows where listeners have been there since episode 12, and where a host recommendation lands more like a text from a friend who actually tried it.

Meet the midfluencer. No celebrity status or massive profile. Just a deeply loyal audience who listens. It turns out the shows with the tightest communities drive better conversions.

It's worth noting: some of the biggest shows in podcasting right now — think *The MeidasTouch*, *Smosh Reads Reddit Stories* — have massive audiences without being celebrity-driven in the traditional sense. Their power comes from deep community, real trust, and hosts who genuinely know their subject.

PODCAST LISTENERS ARE 27% MORE LIKELY TO BE INFLUENCED BY TOPIC EXPERTS THAN WELL-KNOWN CELEBRITIES

Source: Audacy Power of Influencers 2026 Study, 1000 respondents, Adults 18+

82%



of weekly podcast listeners like finding niche podcasts about their specific, unique interests

Source: MRI Simmons, 2026 April Podcast Study (F25USA); Listen to/ watch podcasts in any typical week

The CPA doesn't care about celebrity

The rule of thumb: if you're paying by impression, you might as well get a more engaged impression. And that's what expertise-driven, mid-sized shows deliver.

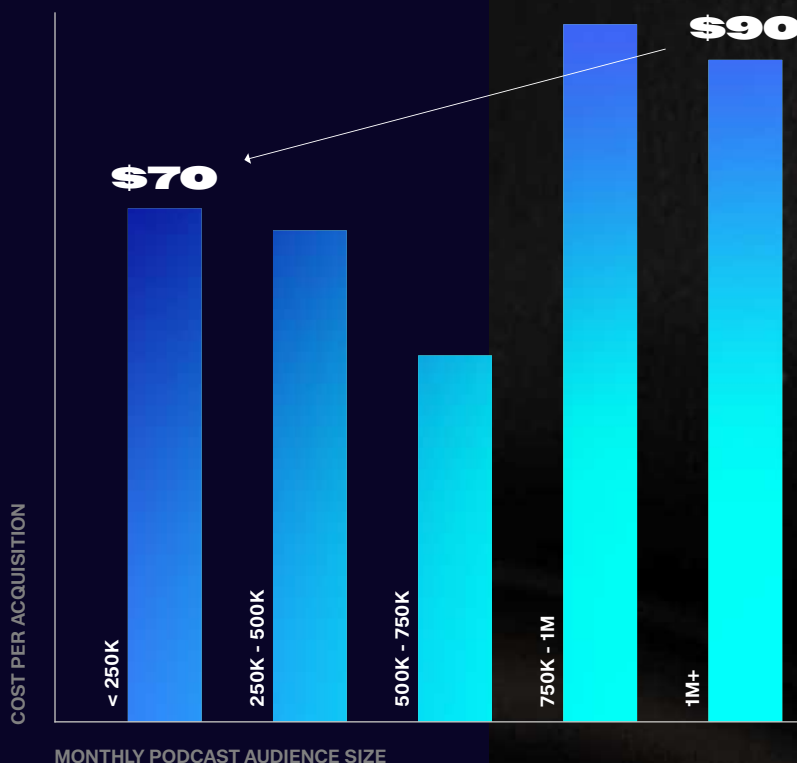
The data clearly shatters the assumption that massive celebrity reach equals lower cost-per-acquisition. Mid-sized titles drive much tighter efficiency for advertisers.

ADVERTISERS OF MID-SIZED SHOWS SEE BETTER RESULTS 22% LOWER CPA

Source: Podscribe Q4 2024 Benchmark Report

MID-SIZED SHOWS VS. CELEBRITY SHOWS

Source: Podscribe Q4 2024 Benchmark Report



EXPERT INSIGHTS

"We really like mid-sized podcasts because they carry a really big punch, and they're usually efficiently priced. We actually tend to stay away from a lot of the macro podcasts, because they don't tend to have as much influence."

"As a celebrity gets to a larger and larger status, their connection to their audience gets further and further apart, and so your influence over that audience get a little bit more diluted."



Adam McNeil
SVP of Client Services, Adopter Media

EXPERT
INSIGHTS

Emerging engagement metrics

The industry has been circling engagement metrics for years. Dentsu's attention study started the conversation a few years back. The Bumper Score took it a step further, focusing on retention. And now Podscribe has released its second-generation engagement metrics — measuring comments and ratings relative to episode consumption across audio and video. It's early days. But the signal is real, with higher engagement indicating stronger campaign performance.

THE SHOWDOWN NOBODY EXPECTED

Take two shows in the same genre: *Call Her Daddy*, a large-scale celebrity podcast, versus a mid-sized show like *Sofia with an F*. On paper it's not a competition...until you look at the engagement scores.

CHD is one of the country's biggest podcasts, but the engagement scores are low: just 14th percentile on audio and 5th percentile on video. *Sofia with an F* may have fewer listeners, but the engagement scores are exceptional.

Fewer listeners. Dramatically better engagement. Tighter communities can outperform bigger, broader ones because the fans aren't just listening — they're invested.

Source: Podscribe Engagement Metrics, 2026

How to Interpret:

At or above the 95th percentile = Exceptional

70th to <95th percentile = Strong

30th to <70th percentile = Moderate

5th to <30th percentile = Low

Below the 5th percentile = Poor

The Podcast Engagement Percentile represents the percentile rank of a show based on Apple Podcasts and Spotify ratings, averaged monthly over the past 12 months, relative to total downloads and streams in the past 30 days.

ENGAGEMENT PERCENTILE - PODSCRIBE

100

SOFIA WITH AN F



100TH PERCENTILE

CALL HER DADDY



14TH PERCENTILE

0

The trust transfer



David Spade, *Fly on the Wall*

THEN

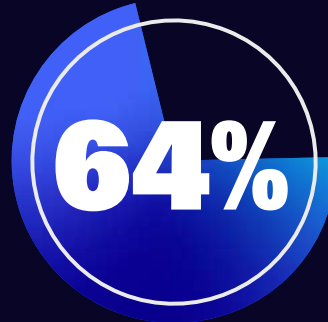
The gold standard was a tight, carefully crafted spot. Thirty seconds. Approved by legal. Read verbatim. Brands trusted the script more than they trusted the messenger.

NOW

Trust in the host is the new currency. Podcast hosts have that thing no other ad format can buy: authenticity. When a podcast host tells an audience about something, the listeners aren't hearing "content". They're hearing from someone they already trust with their time, their commute, and their attention. And that trust is transferable. For the brands smart enough to tap into it, it's the most valuable thing in advertising.

1 - Trust and authenticity

The trust listeners feel for the podcast host translates to the advertisers who sponsor the show.



OF HEAVY PODCAST LISTENERS TRUST PODCAST ADVERTISING MORE THAN OTHER MEDIA

Source: MRI Simmons, 2026 April Podcast Study (F25 USA), Heavy podcast listeners are those who spend 15 or more hours in a typical week listening to podcasts



VALUE THE HONESTY & TRANSPARENCY OF THEIR FAVORITE HOSTS

Source: The Power of Sound 2026 Report, Carat, 2026



CHOOSE PODCASTS BECAUSE THEY FEEL PERSONAL & CONVERSATIONAL

Source: Podcast Pulse, Acast, 2025

INSIGHTS

EXPERT

"The core strength is really in the relationship between the brand and the creator, and the creator and the audience — which is a bond that I think has more value than probably any other form of media. And today, in an increasingly artificial world, there's an increasing premium on authenticity and on real recommendations, which can be deployed at scale through this channel. That's, without question, its strongest asset."



Dan Granger
CEO and Founder of Oxford Road

2 - Intentional listening

Podcast listeners chose to be here. This is the opposite of passive consumption, and it changes everything about how they receive a message.



Source: MRI Simmons, 2026 April Podcast Study (F25 USA)
*Heavy podcast listeners are those who spend 15 or more hours in a typical week listening to podcasts

INSIGHTS

EXPERT

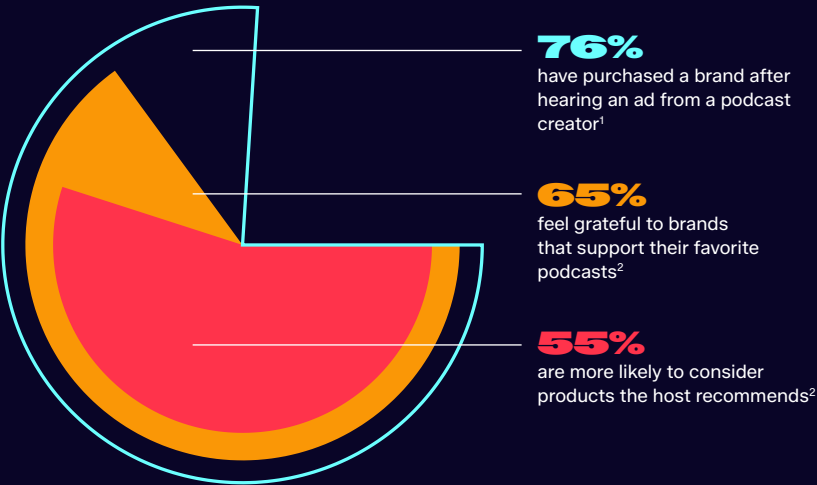
"If you can get someone to tune in to your conversation and stick around for 30 minutes to an hour, the amount of baked-in persuasion that you have over that individual just grows with each minute that person is tuned in, unlike almost any other creator channel."



Adam McNeil
SVP of Client Services,
Adopter Media

3 - Value of host endorsements

The parasocial bond is real. The recommendation lands differently when it comes from someone the listener already considers a friend.



Source: (1) Audacy Creator Impact Study; Online study fielded Dec - Feb 2025, A13+, M:F - 50% 50%, 15,284 respondents | (2) The Fandom Phenomenon, Edison Research, Wondery, Dentsu, Mar 2025

4 - Performance payoff for brands

The trust story has a business case. This is what happens to a brand when the host relationship is working.

AGREE TO ADVERTISING ATTITUDES	MONTHLY PODCAST LISTENERS	HEAVY PODCAST LISTENERS
Ads in podcasts have made me aware of new products and services	71%	83%
Podcast ads impact whether I consider buying from a brand	51%	66%
I am likely to buy products and services from companies that sponsor podcasts I follow	54%	74%

Source: MRI Simmons, 2026 April Podcast Study (F25 USA), Podcast listeners are monthly listeners - those who listened in past 30 days, Heavy podcast listeners are those who spend 15 or more hours in a typical week listening to podcasts.

The skip button is broken



THEN

Ad avoidance became a reflex in almost every channel. Audiences paid for premium subscriptions, installed blockers, and fast-forwarded through anything that wasn't the content they sought.

NOW

Podcasting breaks the pattern. Those same audiences don't skip podcast ads the way they skip everything else. The host and the show create enough goodwill that the ad becomes part of the experience.

More ad-receptive

Podcast ads are the most listened-to ads of any media channel.

"WHICH OF THE FOLLOWING AD FORMATS DO YOU FIND MOST ANNOYING OR DISRUPTIVE? (% OF MEDIA CONSUMERS)"

Source: YouGov June 2026, based on media consumers from a survey of 1,300+ US adults (18+)

ONLINE DISPLAY ADS (E.G., POP-UPS, ETC.)



YOUTUBE OR OTHER VIDEO PLATFORM ADS



TV OR VIDEO STREAMING ADS



SOCIAL MEDIA ADS



MUSIC STREAMING PLATFORM ADS



PODCAST ADS



DON'T KNOW



NONE OF THESE



56%

say that when they like a podcast, they listen to the ads no matter what the category

Source: MRI Simmons, 2026 April Podcast Study (F25 USA)

The new rules for brands



PODCASTS RANK FIRST IN THE AUTHENTICITY ARENA

When it comes to authenticity, podcast hosts lead with a 21-point margin over social influencers, who fall in last place. Listeners know the difference between a genuine recommendation and a paid post.

THE BIGGEST CELEBRITY PODCASTS AREN'T ALWAYS THE BEST BUY

Expert-driven shows with deeply loyal audiences consistently outperform celebrity podcasts on conversion rates and cost per acquisition.

TRUST TRAVELS

Podcast hosts have spent years earning their audience's trust. When they recommend your brand, that trust transfers.

THE AUDIENCE WHO COULDN'T BE REACHED IS LISTENING

These are the people who pay for ad-free everything. And they're still listening to podcast ads. Willingly. And we have the host to thank.

CH 3

How brands show up

The creator ecosystem has grown

Today's podcast hosts are doing more than reading ads — they're running entire ecosystems.

Think about what a single creator's week looks like for the most loyal fans. A new episode in their earbuds. An Instagram reel in their feed. Grabbing tickets to their live event. And a newsletter drop in between.

A host's audience doesn't live in one place. Same relationship, same trust, different rooms. This is the omnichannel approach. For brands, that expands the opportunity. You're not buying a placement in a show. You're buying access to a relationship that travels.

43% OF PODCAST FANS HAVE ENGAGED WITH PODCASTERS THROUGH OTHER FORMS OF MEDIA SUCH AS TV, BOOKS, GAMES, AND EVENTS

Source: The Podcast Consumer, Edison Research, 2025

The 360 approach



Tobin Heath & Christen Press, *The RE—CAP Show*

THEN

Getting a host-read ad on the right podcast was the gold standard. You found a host your audience trusted, bought a placement, and let the relationship carry the message. Simple. Effective. And by the way — still one of the best things you can do in advertising.

NOW

Host-read ads are just the beginning. Today's podcast creators are multi-platform media companies with loyal audiences who follow them everywhere. The brands treating the podcast as the cornerstone, and building across the full creator world from there, are seeing big returns.

The host is the hub

An omnichannel approach allows brands to build deep creator partnerships and activations that span a creator's entire ecosystem. Pick a host, not just a platform.

PODCAST

Build the foundation of your campaign around audio ads and creator-led integrations

RADIO EXTENSION

Extend host-read messages to radio for broader reach

SOCIAL MEDIA

Stop the scroll with shareable clips

VIDEO

Let audiences see the host and guest reactions, while you explore visual discovery and product placements

LIVE EVENTS

Sponsor live tapings and tour stops where listeners get the ultimate experience: IRL connection



Draymond Green, *The Draymond Green Show*

From earbuds to arenas

Fans are showing up in person across genres — comedy, true crime, sports, history — to be in the room with hosts they've only ever heard or seen on video.

For brands, that's an entirely new kind of sponsorship opportunity: a room full of the most devoted fans in the medium, all gathered around the one voice they trust most.



INSIGHTS

EXPERT

"What's happening with the omni-channel approach is exciting. Podcasting is often the center of the host's relationship with the audience, but there are so many other tentacles that we can work with to connect a brand to a community around a creator."



Dan Granger
CEO and Founder
of Oxford Road

Beyond the :60



THEN

Ads were a separate add-on to the show — a clearly defined unit that sat between content segments.

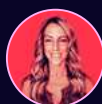
NOW

The best podcast advertising sounds like the show itself. Creators are innovating with in-content activations that let brands become part of the story.

INSIGHTS

EXPERT

"Seven years ago, telling someone to see a therapist through an app was a hard sell. Now every podcast listener has heard that pitch from a voice they trust, and it reads as completely normal. That did not happen on cheap reach. And it did not happen on video."



Christine Hess
Director of Account Strategy, Mynt

The new era of creator-led podcast advertising

Hosts are very open to thinking outside a typical ad read. In-content integrations are the next stage where brands can activate fun, un-skippable, high-engagement partnerships. Here's what it looks like when brands stop interrupting the episode and start living inside it.

TOTAL AUDIO

DRAYMOND GREEN × BETTERHELP



The podcast builds the trust. Radio builds the scale. Total audio takes a host relationship that's already working and scales it across radio — so the same voice that earns loyalty on the pod reaches a massive unduplicated audience beyond the feed.

The BetterHelp campaign originally activated inside Draymond's podcast, then carried his voice across streaming radio, making him an authentic voice of the BetterHelp brand at scale.



IN-CONTENT CUSTOM SEGMENT

HEART STARTS POUNDING × AURA FRAMES

AURA



Forget interrupting the episode — these branded segments live inside the world of the show itself. They're playful, cinematic, and creative.

Kaelyn Moore's *Heart Starts Pounding* podcast shares horrors, hauntings, and mysteries that will have you on the edge of your seat. To complement the show's spooky nature, the Aura Frames segment was dramatic and story-led, built to feel like content rather than a commercial.



SOCIAL EXTENSIONS

SOFIA WITH AN F × DAVID'S BRIDAL

DAVID'S



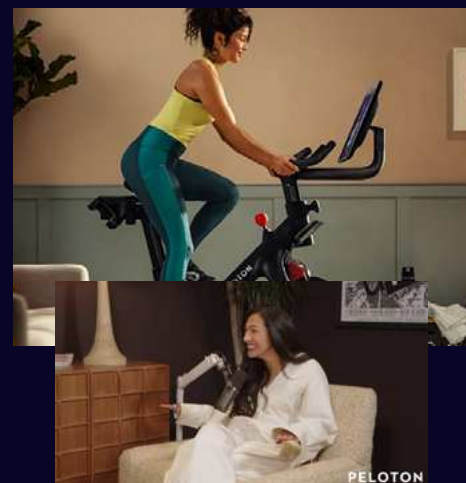
The strongest social integrations don't feel like brand mentions — they feel like the host's actual life. The ad lives where the fans already are, like Instagram and TikTok.

Sofia Franklyn doesn't do subtle. Her audience — the "sloots" — follow her everywhere, and they follow her closely. When she started talking about her engagement, they wanted every detail. That's when David's Bridal showed up. Not with a scripted mention, but woven into the story already being told. Wedding content on the podcast. Dress options on Instagram. The branded content lived where her fans already were.

PRODUCT REVIEWS

THE RE-CAP SHOW × PELOTON

PELOTON

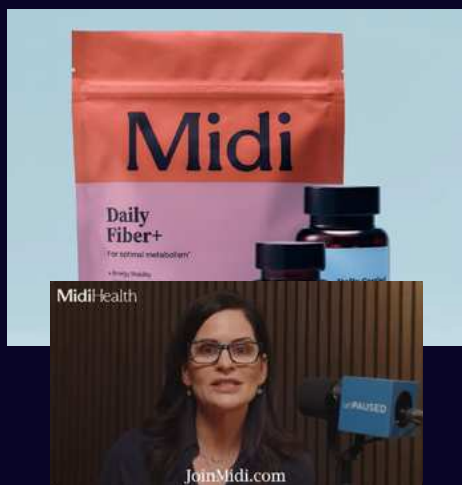


The most convincing endorsements come from a host who tried the product.

Tobin Heath and Christen Press bring exactly that kind of credibility as former U.S. women's national soccer stars who cover fitness, food, and life off the pitch on *The RE-CAP Show*. Their expertise makes them a natural match for lifestyle brands such as Peloton. In addition to traditional spots, the pair went further, trying Peloton yoga and sharing the humbling results. That kind of firsthand honesty turns a listener into a customer.

THEMATIC SEGMENT

UNPAUSED × MIdi HEALTH

MidiHealth

A thematic segment ties a brand directly to the subject matter listeners already want to hear. Done well, the brand becomes part of the solution the audience is seeking.

Dr. Mary Claire Haver was already answering the questions her audience was too shy to ask. *Midi Health's* custom "Midi Pause" segment showed up exactly when listeners were already leaning in. The brand didn't crash the conversation. It joined one that was already happening.

FULL EPISODE TAKEOVER

ASPIRE WITH EMMA GREDE × MACY'S

★macy's



With a branded episode, brands get to go big and take over the whole show. It offers total ownership, complete brand immersion, and zero competition for attention.

Macy's full-episode buy of *Aspire with Emma Grede* is the boldest move in the playbook. This is for the serious partner brands that want more than a cameo.

VIDEO BRANDING AND PRODUCT PLACEMENT

FLY ON THE WALL × 5-HOUR ENERGY

5-hour ENERGY

Video integrations put the product on screen inside the episode, extending the brand integration beyond audio.

Dana Carvey's credibility as a high-energy performer made him a natural fit for 5-hour Energy drink. The campaign put the product on-screen in authentic video integrations, which were then clipped and amplified across social channels.



CEO INTERVIEWS

ASPIRE WITH EMMA GREDE x SHOPIFY



Put a brand's own leadership in the conversation and the integration becomes a direct, credible voice. This works best when there's already a natural tie between the show and the sponsor company.

Shopify made that connection on Aspire with Emma Grede — a show built for entrepreneurs and the people who want to become them. A CEO interview isn't an ad read. It's a conversation between two credible voices, inside a community that came specifically to learn from people who've built something real. The audience doesn't hear a pitch. They hear from someone who's actually done it.



INSIGHTS

EXPERT

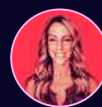
"The best integrations don't interrupt the show — they become a part of it. It works because it's native to the host, and so much more than a scripted read. Shopify is one of my favorite examples because it was able to get in and lead the category. It's something that the creators resonate with and can tell an honest story about because it's a part of their business — they use Shopify, they get it, and they like it — and you can hear when an endorsement, whether it's an integration or not, is forced."



Dan Granger
CEO and Founder of Oxford Road

"We use RON and audience-based buys to learn which shows and genres respond, then graduate into host partnerships with shows that are already proven. You pay the premium CPM on placements you know convert. Handled this way, podcasting stops being a line item you test and becomes a real part of the media mix."

Christine Hess
Director of Account Strategy, Mynt

EXPERT
INSIGHTS

The scale story



Von Miller, *Free Range*

THEN

Buying podcast advertising meant picking a host and negotiating a deal. It was relationship-driven, and took some legwork to scale.

NOW

Not to beat the drum too many times, but that host-centered method still works tremendously well. Today, ad tech is also here to help. Advertisers can tap into the pipes that power programmatic buying to expand reach.

The dynamic duo

The truth is that all ads in podcasts are premium placements given the intensity of host-audience connection. Whether advertising is host-read or producer-read, brands see strong performance. Today's buys often follow two complementary paths: hosts and shows for deep engagement, and audience-based network buys for scale.

HOW TO BUY

PICK A SHOW OR HOST

Pick a Podcast:

Pair your brand with a specific show

Create a Custom Solution:

Deeply integrate your brand into a show with host activations

TARGET YOUR AUDIENCE WITH NETWORK BUY

Scale Your Message:

Reach the right listeners wherever they show up, not just on one show, and share your message across Audacy's 1,500+ podcasts

Find Your People:

Zero in on demographics, geography, contextual signals, or predictive behaviors like shopping habits and media preferences

The next white space: local podcasting

National reach gets the headlines. But local podcasting is quietly becoming one of the most powerful opportunities.

Hyper-local shows built around niche fandoms, especially sports, are delivering the same kind of concentrated, deeply loyal audiences. *Go Birds* for Eagles fans. *Sports Junkies* for DC diehards. *Rico Brogna* for Mets loyalists. For brands targeting niche fandoms, this is the white space worth watching.



"The best podcast campaigns we see utilize both depth and scale. A host buy gives you the trust and deep engagement. A network buy gives you the reach. Together, they cover the whole funnel."

Michael Biemolt

President of Digital Sales, Audacy

The new rules for brands



PODCASTING REWARDS BRANDS THAT SHOW UP LIKE A REGULAR, NOT A GUEST. BUILD THE RELATIONSHIP, AND THE RESULTS FOLLOW.

THINK IN ECOSYSTEMS, NOT PLATFORMS

The smartest brands do not book a podcast. They book a host, then follow that host everywhere the audience already is — audio, video, social, live events, and the email inbox. One relationship, five doors in.

LET HOSTS BUILD THE STORY

The best-performing ads sound like the show. Develop custom content built for the format instead of dropping in a generic script, and let the hosts bring the brand into their world on their own terms.

BALANCED BUYING

Scale and depth work together. Layer network audience-based buys for reach with show-specific buys for the trust only a host can deliver.

CH 4

The performance shift

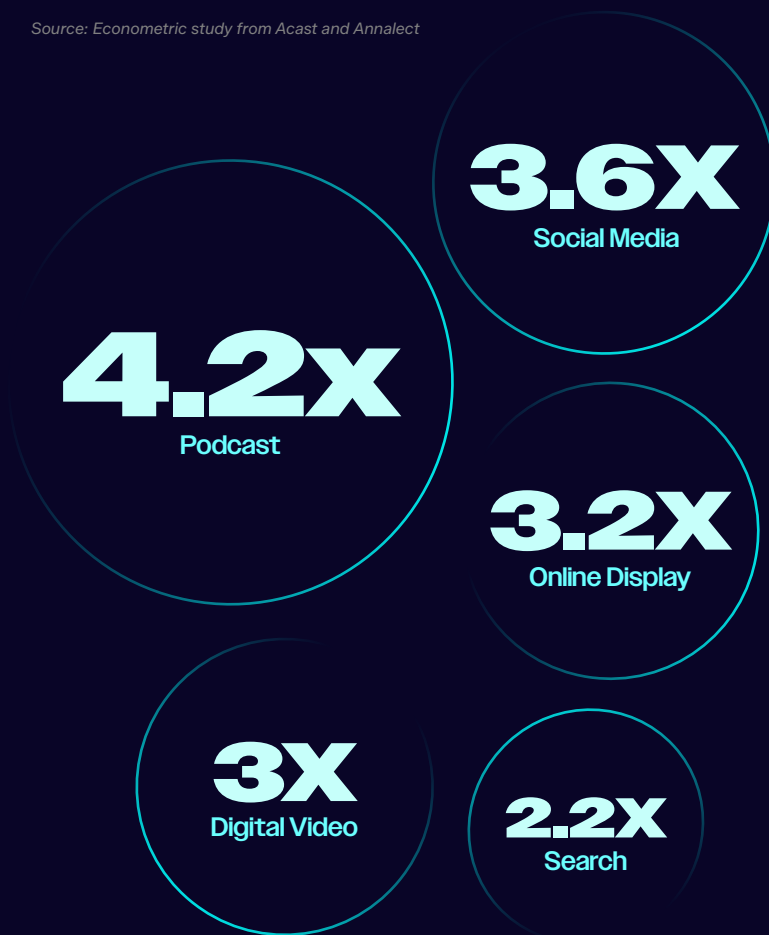
Proof is in the podcast

Podcasting delivers the highest ROI of any major ad channel. Higher than social. Higher than video. Higher than search. A recent study put a number on it: 4.2x return on investment. The medium that started as a passion project is now outperforming everything else on the media plan.

This chapter is about the numbers. How to measure what matters, how to optimize in flight, and how to use podcasting to reach audiences your other channels simply can't touch. Welcome to the performance era.

RETURN ON INVESTMENT

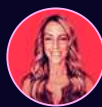
Source: Econometric study from Acast and Annalect



INSIGHTS

EXPERT

"Host reads work because it sounds like the show — and that matters most when the product is hard to explain in fifteen seconds. Podcasting is the only channel with enough runway to actually teach something, from a host whose credibility carries the explanation."



Christine Hess
Director of Account Strategy, Mynt

The measurement revolution



THEN

In the early days, measurement was basically the honor system. Brands felt the impact, agencies believed in the medium, and promo codes were about as scientific as it got. The results were very real, but the proof was hard to come by.

NOW

The tools have arrived. Pixel-based attribution, brand lift studies, post-purchase surveys — the data for what a podcast campaign actually does is measurable. Is measurement perfect yet? The people closest to the tools will tell you honestly: not quite. Podcasting's open ecosystem creates complexity that other channels don't face. But the trajectory is clear, the investment is real, and the gap is closing fast.

Your measurement toolkit

The right measurement approach depends on what you're trying to prove. Podcasting works across the full funnel, brand building and performance, and the tools exist for both. Here's what's in the toolkit.

BRAND LIFT STUDIES

Want to know if your message is moving the needle? Brand lift studies measure the difference in brand perception between listeners who heard your ad and those who didn't. It's the clearest picture available of how your campaign is shaping the way people think about your brand.

PIXEL-BASED ATTRIBUTION

A small pixel on your website matches listeners who heard your ad to visitors on your site. Purchases, sign-ups, and page visits are all tracked. It measures the complete user journey, even if the listeners never click an ad or use a code, and even if they switch devices.

VANITY URLS AND PROMO CODES

A host reads a memorable URL or promo code, listeners use it, and you track the results. But, there's a catch: some listeners will visit your site by searching directly rather than typing in the URL, which means relying on this method can underreport the number of conversions.

POST-PURCHASE SURVEYS

A simple "How did you hear about us?" question at checkout is a low-tech way to get feedback on what media is working. Even a small survey sample can provide directional data — and listeners are more likely to recall podcasts and report them compared to other medias.

INSIGHTS

EXPERT

"Podcasting is, ironically, one of the most measurable medias out there — even compared to some digital medias — because we have so many avenues we can look at it from. A lot of people over-complain about attribution. It's not usually as hard as people make it out to be. You can see if something's working pretty easily."



Adam McNeil
SVP of Client Services, Adopter Media

Optimize as you go

Setting up measurement is just the starting line. The brands winning in podcast advertising use real-time data to make smart updates mid-campaign.

CREATIVE TESTING:

Run multiple versions of your ad and let the data decide. Different messages, CTAs, host styles — test early, learn fast, and put budget behind what's working.

LOCATION ANALYTICS:

Location data shows where audiences are converting and which markets are responding. If a message is outperforming in one region, that's actionable data.

TOTAL AUDIO ATTRIBUTION:

Podscribe and other measurement partners are increasingly connecting podcast and radio attribution into one unified view. Podcasts and radio, measured together, create a more complete picture of what audio is doing for your brand.

PERFORMANCE-BASED OPTIMIZATIONS:

Reserve some budget for mid-flight moves. Once a campaign is live, double down on the genres and hosts driving the strongest response.

The future of podcast measurement

The measurement story is genuinely exciting — and genuinely unfinished. The tools are real, the results are trackable, and the industry is moving quickly. But, podcasting lives with fragmented distribution, and listeners that switch between audio and video podcasts pretty regularly. Right now, getting a full picture of podcast performance is possible. It just takes more work than it should.

The industry is stepping up.

Take the AMP Accords for example. In July 2026 Oxford Road convened podcast industry leaders to map out the next steps in podcast measurement. Three goals. One mission: make podcasting as measurable as every other major medium.



EXPERT INSIGHTS

"I'd love to spend less time talking about attribution for three different platforms on one ad, and more time talking about the ad itself — the integration, how it sounds. Removing those barricades is going to unlock a renaissance of creativity and a shifted focus to better work, better ad products, better outcomes."



Dan Granger
CEO and Founder of Oxford Road

WHERE THE INDUSTRY IS HEADING

STANDARDIZE IMPRESSION METRICS

Define units every platform can map to — so a CPM means the same thing everywhere.

CROSS-PLATFORM PERFORMANCE MEASUREMENT

A consistent attribution method that works across open RSS and closed platforms alike.

DEFINE WHAT A PODCAST IS

Agree on a universal classification for industry sizing, buying, selling, and measurement.

The performance story



THEN

Some people believed all impressions were created equal.

NOW

Reporting proves that the right network, hosts, and audiences deliver results that can blow industry benchmarks out of the water.

Audacy vs. the benchmarks

Brands initially come to podcasting for a lot of reasons — the trust, the audience, the host relationship. But they return for the performance. Podcast advertising delivers the highest ROI of any major ad channel. And within podcasting, where your campaign runs matters enormously.

Audacy specializes in the shows built for performance: medium and large scale shows with diehard audiences and trusted hosts.

Podscribe sets the industry standard for podcast performance benchmarks. Audacy advertisers beat them — consistently, and across nearly every vertical we track. The shows we specialize in deliver higher conversion rates and lower cost per acquisition than the industry average. This isn't a coincidence. It's what happens when you build a network around the right kind of shows from the start.

INSIGHTS

EXPERT

"At a lot of other companies, podcasting makes up 1-5% of the performance marketing budgets — the rest is Google or Facebook. I have multiple brands that are \$20 to \$50 million a year brands where we make up 30-50% of their budgets for performance advertising. We have proven that podcast advertising is an effective engine on its own. It isn't just for awareness — you can use it to grow a brand."



Adam McNeil
SVP of Client Services, Adopter Media

AUDACY'S PERFORMANCE BENCHMARKS

TIMESTAMP: LIVE 3-MONTH VIEW FROM JUNE 2026

VISITOR %

▲ **22%**

ABOVE INDUSTRY BENCHMARKS

CONVERSIONS %

▲ **69%**

ABOVE INDUSTRY BENCHMARKS

CPA

▼ **-49%**

BELOW INDUSTRY BENCHMARKS

ROAS

▲ **68%**

ABOVE INDUSTRY BENCHMARKS

Source: Podscribe Campaign Benchmarking Data Live 3-month view. Data captured June 2026 from Podscribe Dashboard. Individual campaign results will vary by a number of factors including seasonality, targeting, spend, and ad type.

AUDACY'S PERFORMANCE BY VERTICAL - PODSCRIBE BENCHMARKS
TIMESTAMP: LIVE 3-MONTH VIEW FROM JUNE 2026

HEALTH PRODUCTS	VISITOR % ▲ 158% ABOVE INDUSTRY BENCHMARKS	CONVERSIONS % ▲ 47% ABOVE INDUSTRY BENCHMARKS	CPA ▼ -16% BELOW INDUSTRY BENCHMARKS	ROAS ▲ 58% ABOVE INDUSTRY BENCHMARKS
MENTAL HEALTH	VISITOR % ▲ 147% ABOVE INDUSTRY BENCHMARKS	CONVERSIONS % ▲ 341% ABOVE INDUSTRY BENCHMARKS	CPA ▼ -56% BELOW INDUSTRY BENCHMARKS	ROAS = N/A UNCHANGED
HEALTHCARE PROVIDERS & HOSPITALS	VISITOR % ▲ 111% ABOVE INDUSTRY BENCHMARKS	CONVERSIONS % ▲ 394% ABOVE INDUSTRY BENCHMARKS	CPA ▼ -46% BELOW INDUSTRY BENCHMARKS	ROAS ▲ 741% ABOVE INDUSTRY BENCHMARKS
RETAIL	VISITOR % ▲ 164% ABOVE INDUSTRY BENCHMARKS	CONVERSIONS % ▲ 96% ABOVE INDUSTRY BENCHMARKS	CPA ▲ 5% ABOVE INDUSTRY BENCHMARKS	ROAS ▲ 319% ABOVE INDUSTRY BENCHMARKS
FOOD DELIVERY	VISITOR % ▲ 91% ABOVE INDUSTRY BENCHMARKS	CONVERSIONS % ▲ 6% ABOVE INDUSTRY BENCHMARKS	CPA ▼ -4% BELOW INDUSTRY BENCHMARKS	ROAS ▲ 268% ABOVE INDUSTRY BENCHMARKS
PERSONAL CARE	VISITOR % ▲ 8% ABOVE INDUSTRY BENCHMARKS	CONVERSIONS % ▲ 196% ABOVE INDUSTRY BENCHMARKS	CPA ▲ 32% ABOVE INDUSTRY BENCHMARKS	ROAS ▲ 697% ABOVE INDUSTRY BENCHMARKS
CONSUMER PRODUCTS	VISITOR % ▲ 220% ABOVE INDUSTRY BENCHMARKS	CONVERSIONS % ▲ 117% ABOVE INDUSTRY BENCHMARKS	CPA ▼ -70% BELOW INDUSTRY BENCHMARKS	ROAS ▲ 529% ABOVE INDUSTRY BENCHMARKS

Source: Podscribe Campaign Benchmarking Data Live 3-month view. Data captured June 2026 from Podscribe Dashboard. Individual campaign results will vary by a number of factors including seasonality, targeting, spend, and ad type.

Brand lift that moves the needle

For brands focused on awareness goals, the story is the same. Audacy campaigns outperform Nielsen’s averages across every brand lift measure: awareness, recall, familiarity, and purchase intent.

AUDACY PODCASTS BRAND LIFT COMPARED TO NIELSEN AVERAGES

Source: Nielsen Q1 2026 Norms: Simulated Studies and Live Exposure Studies

	NIELSEN TOTAL DATABASE	AUDACY CAMPAIGN AVERAGES
AIDED AWARENESS	9 PT LIFT	11 PT LIFT
AFFINITY LIFT	6 PT LIFT	9 PT LIFT
FAMILIARITY LIFT	4 PT LIFT	5 PT LIFT
PURCHASE INTENT	4 PT LIFT	5 PT LIFT

“The question we hear most from CMOs is ‘does podcasting actually perform?’ The answer is ‘yes, but not equally everywhere.’ The shows matter. The hosts matter. The depth of the audience relationship matters. Audacy has spent years building a network around exactly those things. The results showcase what happens when advertisers and networks get that right.”

JENNY NELSON
Chief Marketing Officer, Audacy

It's all about the incremental



Ben Stiller, *The Severance Podcast*

THEN

To some folks a conversion was a conversion. It meant the campaign was working. Nobody was asking how many of those people had already seen your message on four other channels.

NOW

Incremental reach — the net new audience your other channels can't touch — is the real performance lever. And podcasting delivers more of it than anything else on the plan.

Net new

The impressions that matter most are the ones reaching someone your other channels haven't. That's incrementality.

A meaningful slice of the podcast audience isn't reachable anywhere else. They've retreated from broadcast TV, they skip the ads everywhere they can, and the only place they're genuinely available is in their earbuds. That's net new reach. And net new reach is where real growth happens.

The incremental advantage

Incrementality is so important because the conversions for net new audiences are one of the biggest opportunities for true sales lift.

Source: Podscribe Performance Benchmark Report, Q3 2026



Small shift. Big return.

You don't have to overhaul your media plan to feel this. The math is surprisingly simple. Nielsen data shows that if you shift 20% of a traditional video budget into podcasting, you'll see a 23% increase in overall reach — with no increase in total spend. Same budget. More people. People you weren't reaching before.

20% budget shift
to podcasting =

Source: Nielsen Media Impact with
Podcast Fusion powered by Edison
Podcast Metrics



Fresh audiences fuel full-funnel growth. And in podcasting, fresh audiences are always within reach.

The new rules for brands



MEASUREMENT HAS CAUGHT UP. MOSTLY.

The tools are real and the data is trackable end to end. The industry is ready to close the remaining gaps — the last mile is being paved.

INCREMENTAL REACH IS WHERE REAL GROWTH LIVES.

Net new audiences drive stronger sales lift. Podcast advertising delivers those new listeners who are genuinely encountering your brand for the first time.

WHERE YOUR CAMPAIGN RUNS CHANGES EVERYTHING.

Audacy advertisers beat Podscribe benchmarks consistently — with higher conversions, lower CPA, stronger ROAS — across nearly every vertical.



STATE OF AUDIO

