

Acast

**Advertiser
Success Stories**

Liam Daly

www.acast.com

**What results can I show
my client to prove that
podcast advertising
works?**



“Podcasting is so appealing to advertisers because of the intimacy that I have.

I am speaking directly with my listeners in a one-on-one conversation.

I’m right there with them, in their ears.”

Dr Amantha Imber, Host of How I Work



Acast Advertiser Success Stories

Three Standout Case Studies



FURNITURE



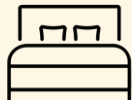
TECHNOLOGY



INSURANCE

FURNITURE BRAND

**INCREASING REACH AND
DRIVING CONSUMERS TO THE
WEBSITE**



WHY PODCASTING

Radio reach extension / reach & frequency



THE CAMPAIGN

30sec Dynamically Inserted Audio Ads
running across Acast Network



RESULTS

Driven over **3,500** website visits in a
month, tracked via our partner Podsights



LEARNING

Increasing investment with Acast, due to
being able to prove performance



TECHNOLOGY BRAND

DRIVING INCREASED PRODUCT
CONSIDERATION THROUGH
STRONG AD RECALL



WHY PODCASTING

It's where there audience is, and Acast can accurately and creatively target them



THE CAMPAIGN

Audio Ads: Contextual & DMP Segment targeting
Host Read Sponsorships: 10+ podcasts



RESULTS

+115% increase in purchase consideration of people that have heard, and recalled the ad
**Attest Research Partner*



LEARNING

Podcasting will continue to be a key media channel, and receive investment in-line with it's proven performance



INSURANCE BRAND

**SIGNIFICANTLY INCREASE
INVESTMENT IN PODCASTING
BASED OFF TRANSACTIONAL
RESULTS**



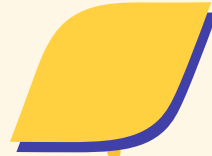
WHY PODCASTING

Compare and assess all Audio channels, and look at how they performed in the purchase funnel



THE CAMPAIGN

30sec Dynamically Inserted Audio Ads running across Acast Network - bought programmatically



RESULTS

Podcast listeners saw the highest awareness to conversion rate out of all the audio channels



LEARNING

Fundamentally changing the way they plan Audio in FY22.

Podcasting will see big increases in investment to match transactional performance results & increase in the channels scale.

We're seeing these amazing results because podcasting provides unrivaled engagement

93%

of people listen to podcasts on their own

78%

of people say they dedicate their attention when they listen to podcasts

35%

of people think that ads on podcasts are more relevant than on all other mediums
(only 17% disagree)

www.acast.com

Acast