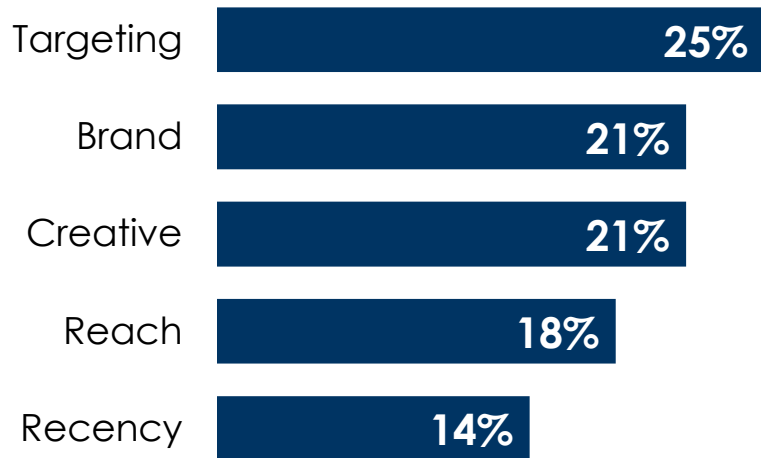


Marketer perception versus reality: Marketers underestimate creative and overestimate targeting

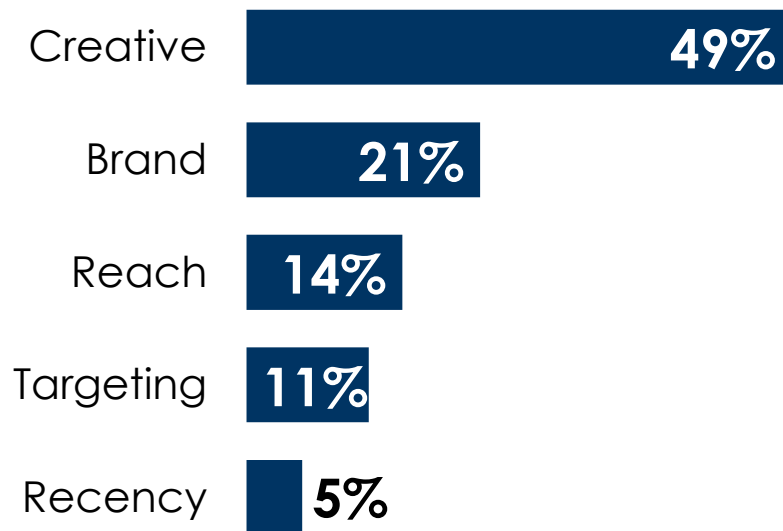
Marketer perception

February 2025 Advertiser Perceptions study of 120 marketers: Average % of perception of campaign contribution toward driving sales



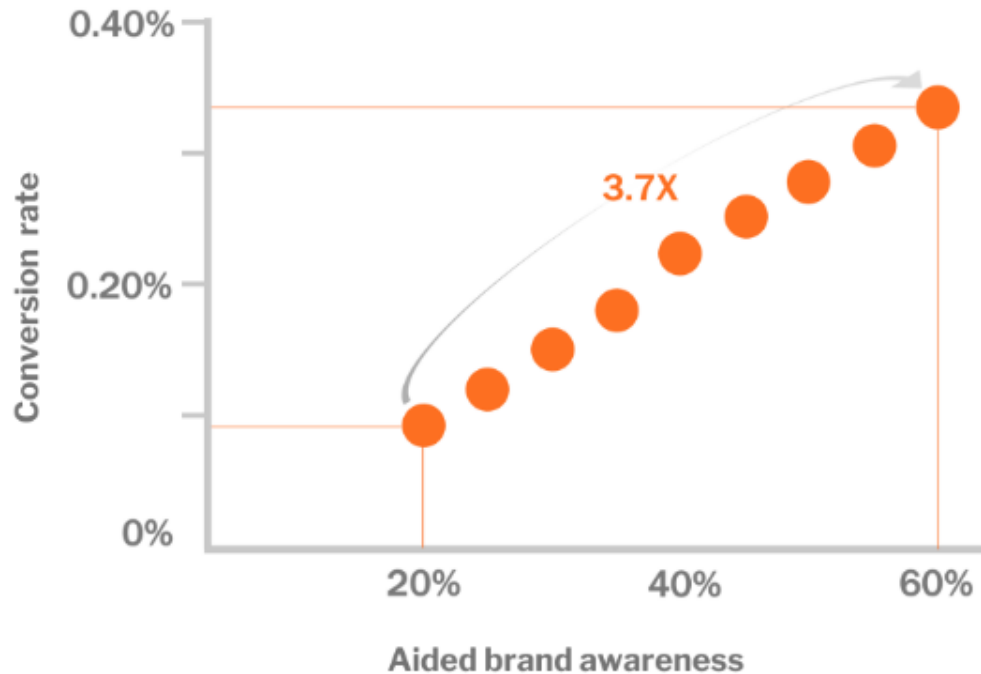
Reality

NCSolutions study of nearly 450 advertising campaigns and elements that contribute to sales lift on all major media platforms



Source: Left: Advertiser Perceptions, February 2025, 120 marketers surveyed, Base: Total Respondents; Q: Please assign a percentage to each of the following campaign attributes based on how much you feel each contributes to driving sales; Right: NCSolutions, Five Keys to Advertising Effectiveness, 2023: NCSolutions analyzed nearly 450 CPG campaigns across both digital and TV, using NCS Sales Effect to measure results. Each campaign was evaluated according to the 18 features that represent the five keys of advertising; Analytic Partners, 20 Insights for 20 Years

A strong brand makes your performance marketing work harder

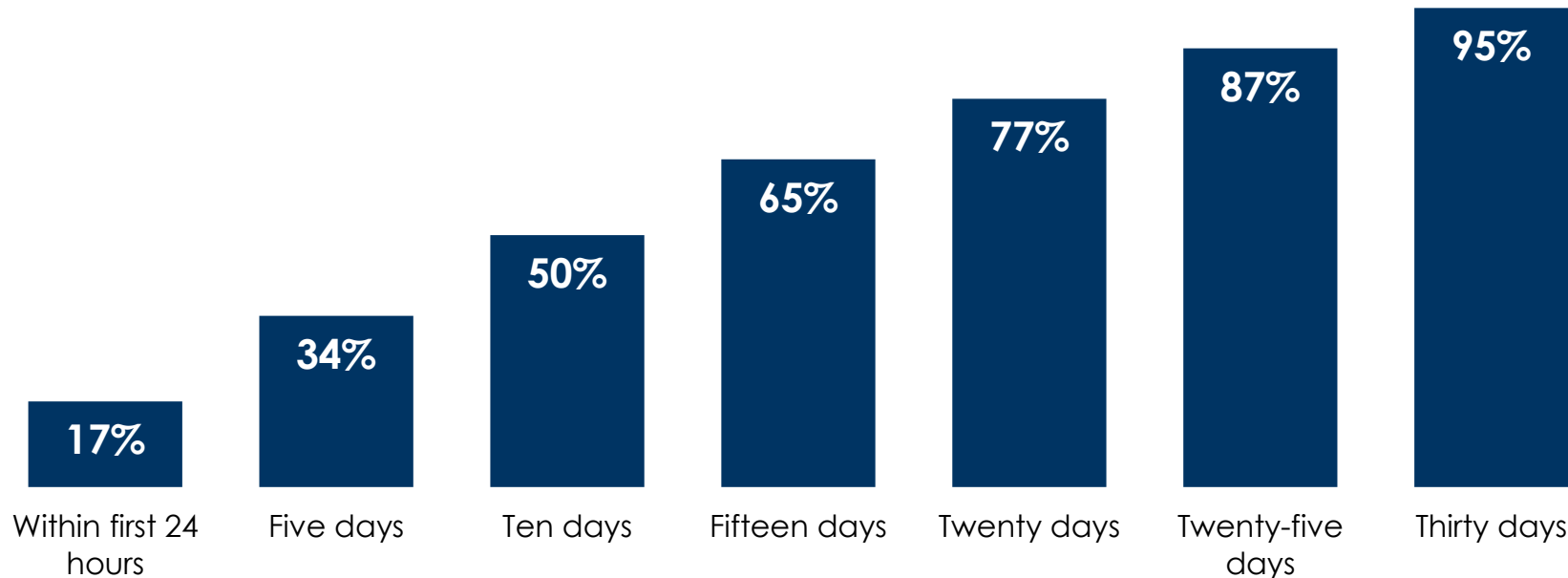


Smaller podcast shows with less than 750,000 monthly impressions generate more visitors per impression with lower cost per acquisition

Size of monthly podcast audience	% of impressions that become a visitor	Cost per acquisition
0-250,000	.37%	\$70
250,000 – 500,000	.35%	\$67
500,000 – 750,000	.41%	\$50
750,000 – 1,000,000	.10%	\$95
1,000,000+	.23%	\$90

Podcast advertising effects take place over an extended period of time: 80% of visitor impact occurs between day two and thirty

Accumulated share of visitors



The 24%-18%-58% rule: Marketing effects take place over an extended period of time

% of advertising driven profit volume (full effect)

24%

Week 1

18%

Weeks
2-13

58%

Week 14-year 2

Nearly 60% of advertising's overall contribution to profit occurs over the long term (week 14 to two years)

Run of network campaigns generate lower CPA costs than single podcast show campaigns

Type of insertion	% of impressions that convert to purchase	Cost per acquisition
Single show campaign (ad is placed in a single episode of single podcast either embedded or dynamically inserted)	.024%	\$112
Run of network (ads are placed across many episodes and podcasts within a network)	.013%	\$103

Host-read ads generate 15% more conversions than producer reads, yet cost per acquisition costs are similar due to CPM differentials

Type of insertion	% of impressions that convert to purchase	Cost per acquisition
Host read	.015%	\$124
Producer read	.013%	\$126

Fifteen-second podcast ads are very costly on a cost per acquisition basis; Ads between thirty seconds and seventy-five seconds yield similar conversions and cost per acquisition

Ad length	% of impressions that convert to purchase	Cost per acquisition
15 seconds	.028%	\$189
30 seconds	.029%	\$83
45 seconds	.035%	\$79
60 seconds	.031%	\$80
75 seconds	.032%	\$75
90+ seconds	.032%	\$66

Pre-rolls and mid-rolls have similar purchase conversion and cost per acquisition; Post-rolls have lower conversion and higher cost per acquisition

Pod placement	% of impressions that convert to a visit	Cost per acquisition
Pre-roll	.034%	\$63
Mid-roll	.036%	\$68
Post-roll	.026%	\$96

There is large variation in podcast advertiser category purchase conversion and cost per acquisition

Advertiser categories ranked by purchase conversion rate	Average purchase conversion rate	Average cost per acquisition
Top 25% (top six ad categories)	.035	\$66*
Second 25% (next six ad categories)	.016	\$118
Third 25% (next six ad categories)	.011	\$150
Lowest 25% (bottom seven ad categories)	.006	\$485

Source: Podscribe: Q4 2024 Podcast Performance Benchmarks; Telecommunications places in top 25% but it's CPA of \$819 is an anomaly to the average \$66 CPA of the top 25 segment and was not included in the average top 25% quartile CPA.

Podcast advertiser category: There is a wide difference in purchase conversion rate and cost per conversion

Advertiser category ranked by purchase conversion rate	% of impressions that convert to purchase	Cost per acquisition
Retail	.054	\$42
Telecommunication	.050	\$819
Government / education	.036	\$40
Tobacco / marijuana	.025	\$84
Fashion retail	.023	\$77
Beauty products	.020	\$89
Supplements	.018	\$94
Food delivery	.016	\$119
Food and beverage	.016	\$115
Insurance	.016	\$136
Software	.015	\$147

Advertiser category ranked by purchase conversion rate	% of impressions that convert to purchase	Cost per acquisition
Homegoods	.014	\$102
Gambling	.013	\$99
Health products	.013	\$136
Media & entertainment	.010	\$219
CPG	.010	\$113
B2B	.010	\$203
Financial Services	.010	\$164
Pet food	.008	\$191
Technology	.008	\$360
Consumer products	.007	\$112
High end furnishings	.007	\$451
Other	.007	\$190
Non profit	.004	\$1,912
Healthcare	.001	\$177

Podcast genre conversion rate and cost per acquisition: The top 10 genres have the same cost per conversion rate

Podcast genre sorted by purchase conversion quartiles	Purchase conversion rate	Cost per acquisition
Top 25% (top five genres)	.044	\$63
Second 25% (next five podcast genres)	.036	\$63
Third 25% (next five podcast genres)	.027	\$84
Fourth 25% (bottom four podcast genres)	.019	\$115

Purchase conversion rates by podcast genres

Podcast genre ranked by purchase conversion	% of impressions that convert to purchase	Cost per acquisition
Health & Fitness	.049	\$52
Education	.046	\$60
Business	.042	\$84
Music	.042	\$64
Society & Culture	.040	\$57
TV & Film	.039	\$53
Arts	.039	\$60
Religion & Spirituality	.037	\$60
Kids & Family	.035	\$60

Podcast genre ranked by purchase conversion	% of impressions that convert to purchase	Cost per acquisition
Leisure	.031	\$81
Comedy	.029	\$59
Technology	.029	\$100
Science	.027	\$93
True Crime	.026	\$81
Sports	.025	\$89
Government	.022	\$178
Fiction	.021	\$87
News	.017	\$106
History	.017	\$117