



Making Podcast Buying Easy

HOW TO BUY, WHEN TO BUY

About AdsWizz

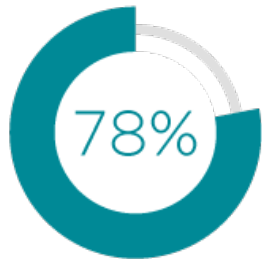
AdsWizz SSP and platform has the shortest path for brands to connect with premium audio inventory



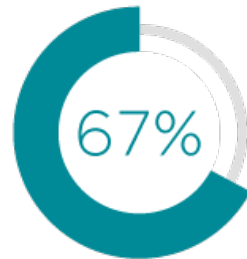
Podcast Listenership

Podcast advertising is powerful and continuously on the rise

Podcast Consumers Are an Advertiser's Dream



approve of podcast advertising¹

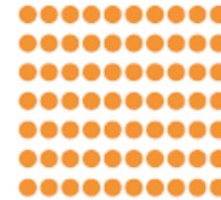


remember brands and products from podcast ads²



made a purchase after hearing podcast ads²

Sources: www.cnbc.com & www.iab.com



135M

monthly podcast listeners



+350%

listening growth in the last 10 years

Ad spend has not followed, and here are some of the cited reasons

Not Easy to Buy at Scale

(direct, host-read, show level)

Audience Targeting

Brand Safety Concerns

Measurement

We're happy to report that...

**It is easy to
buy at scale**

Programmatic Marketplaces – 6B impressions, 150M uniques

You can go beyond host-read with programmatic host-read ads
and DAI of produced ads

Programmatic audience buys vs. show level buys, greater reach and
scale

We're happy to report that...

Hard to find audiences are found

Contextual targeting

Predictive Audiences

Predictive Audiences – Health Segments



Auto Case Study

- ✓ Predictive Audiences outperform all targeting tactics
- ✓ 74% lower CPA compared to auto behavioral audience
- ✓ 34% lower CPA compared to other auto ents

We're happy to report that...

Brand safety

AI-powered contextual targeting

Ad quality controls with Comscore
and Barometer

Trusted third-party
audience targeting segments via
Comscore



Winner: October 2022
Best Use of Technology
by a Publisher

"NPR leveraged AI
Transcription Technology to
steer brands clear of
Ukraine War content"

We're happy to report that...

Measurement

AudioPixel – sophisticated in-house pixel tracking

ShakeMe


Trusted third-party brand lift, foot traffic, etc.



HYUNDAI
Hyundai Case Study

2x better conversion rate than display

6x better CTR than display



BANK

26% lift in brand consideration

Performed **79% better** than benchmark

Great, now how do I
buy?

Connection and activation has never been easier

Largest DSPs

Connected to the AdsWizz Podcast Ecosystem, including TTD, DV360, Yahoo, Viant, and many more.

Run existing audio creative.

AdsWizz DSP

Innovative features and formats including AudioPixel, ShakeMe, Interactive Voice, etc.

Tap into programmatic host read campaigns or use your own audio creative.

Transparent publishers, 20K shows,
1B impressions, 250M unique listeners

Digital audio is the
perfect complement

The media mix is stronger with digital audio included

Social media and digital audio are better together

- Audio promo codes have better recall
- Social media provides a conversion platform

Combine sight and sound to increase conversion rates

- Audio first, display second increases conversion rates by 4x

CTV and digital audio drives higher recall and message association

- +12pts in Retail
- +9 pts in CPG

When is the right time to buy?

Implementing podcast buying

Add podcasts into your media mix as part of your mix modeling exercise

Choose audiences and shows to maximize reach and efficiency

Measure and optimize

In Conclusion

Podcast buying has never been easier

- Podcast ads are extremely effective, and the audience is a marketer's dream.
- Podcasts can go beyond manual host-read ads to provide scale and reach with audience buys.
- Audience data gaps have been filled with sophisticated contextual targeting.
- Brand safety concerns have been addressed and technology has navigated the trickiest of content.
- Measurement is attainable in multiple ways.
- Activating has never been easier and can easily fit into a full media plan.
- Thanks to programmatic technology, campaigns can get up and running quickly.

Thank you