

Brand Lift Benchmarks for Branded Podcasts

October 2022

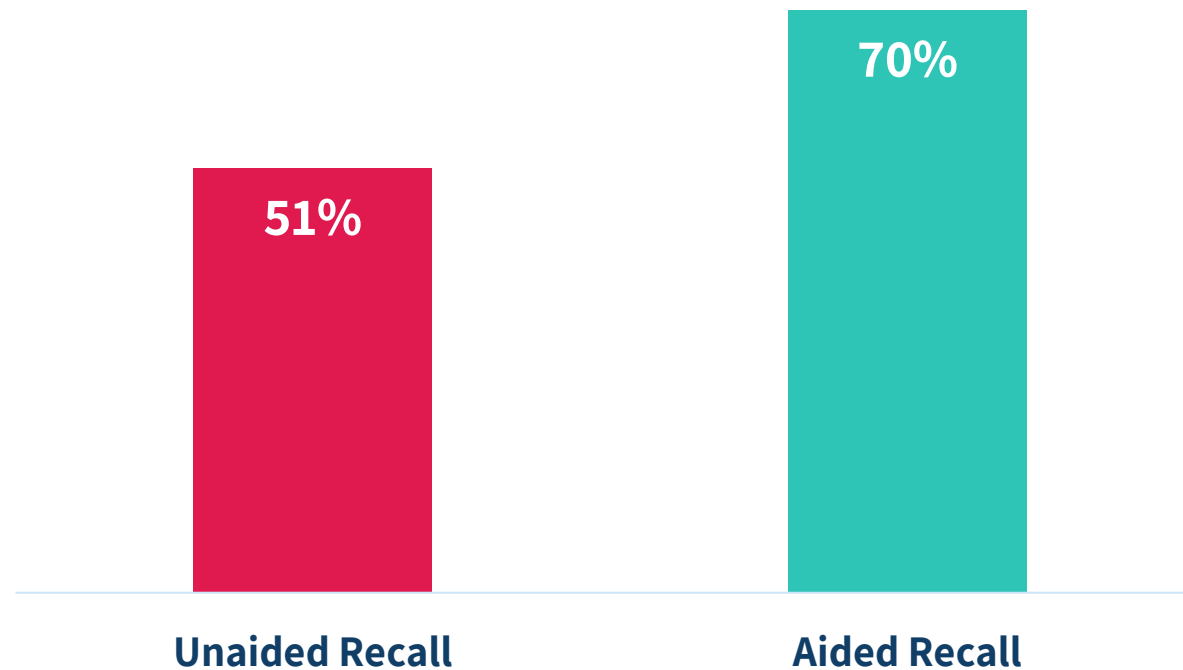
SignalHill
Insights

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EVEN WITH A LIGHT BRAND TOUCH, BRANDED PODCASTS GARNER HIGH BRAND RECALL

- Despite no overt brand sell and few brand mentions, most branded podcasts meet or exceed recall norms for 30 or 60” podcast ads using the same controlled exposure methodology.

Recall of brand responsible for podcast – BENCHMARK



Q [UNAIDED RECALL]. To the best of your recollection, which brand, firm, or organization was responsible for the podcast that you just listened to?

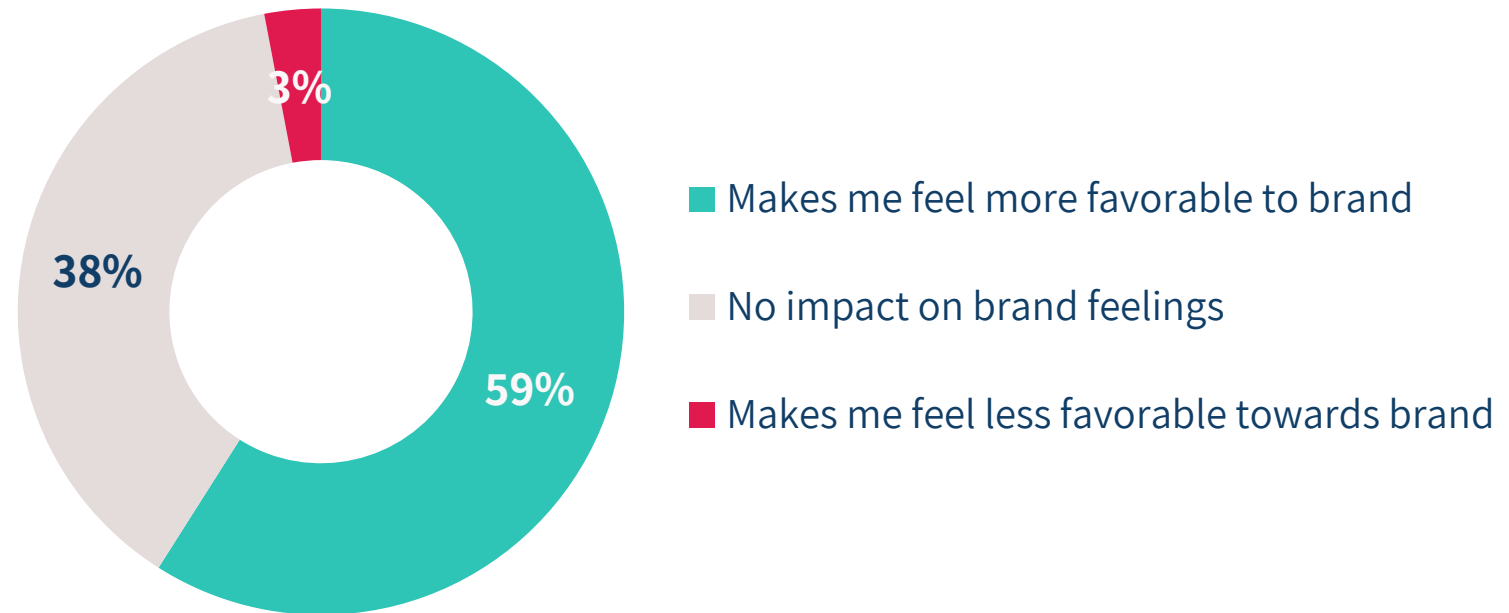
Q [AIDED RECALL]. Though you may have already mentioned it, which one of the following [BRANDS] was responsible for the podcast that you just listened to?

Base: Podcast listeners exposed to a branded podcast. Benchmark based on 26 brand lift studies for branded podcasts.

BRANDED PODCASTS DELIVER A 'HALO EFFECT,' ENHANCING BRAND FAVORABILITY

- Best-in-class branded podcasts are a 'gift' to podcast listeners. They are seen as providing valuable content, resulting in an average of nearly 6-in-10 saying it makes them feel more favorable about the brand.

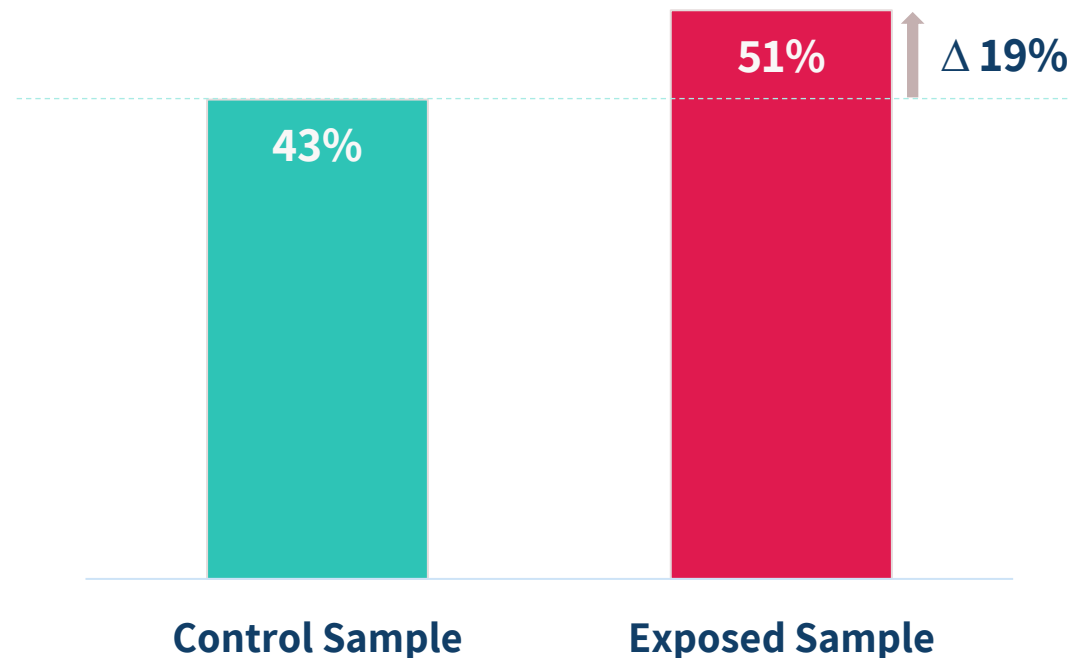
Stated Impact of Branded Podcast on Favorability Towards Brand – BENCHMARK



A SINGLE EXPOSURE TO A BRANDED PODCAST RESULTS IN AN AVERAGE BRAND LIFT OF 19%

- On average, exposure to a single episode of a branded podcast delivers an 8-point (or 19%) lift on brand favorability when compared to a control sample that has not listened to the podcast.

Brand Favorability Lift (top2box) – BENCHMARK



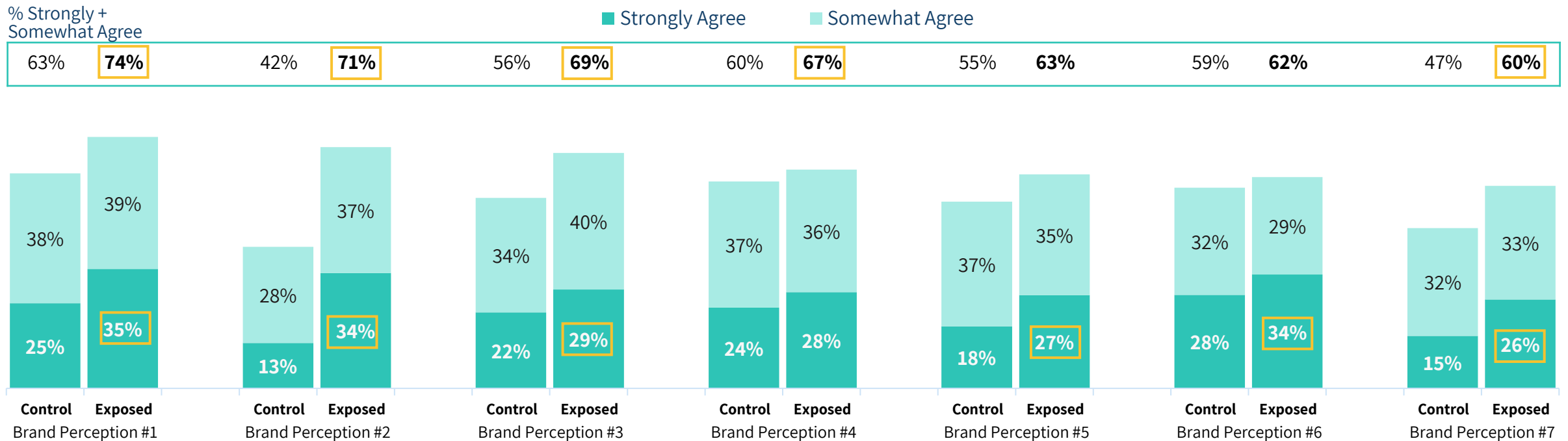
Q [FAVORABILITY] What is your overall opinion about each of the following brands?

Base: Podcast listeners exposed to a branded podcast vs. matching control sample. Benchmark based on 9 brand lift studies for branded podcasts.

BRANDED PODCASTS TYPICALLY PROVIDE SIGNIFICANT LIFT ON PERCEPTIONS REFLECTING PODCAST OBJECTIVES

- As shown in the sample below from a recent study, best-in-class branded podcasts consistently deliver significant lift on exposed over the control sample on brand statements that reflect the goals of the podcast.

Agreement with Custom Brand Statements - SAMPLE



 Significantly higher @90%

Q [BRAND PERCEPTIONS] How much do you agree or disagree with each of the following statements about [BRAND]?
 Base: Podcast listeners exposed to a branded podcast vs. matching control sample.