

A consumer packaged goods brand had a



90%

INCREASE IN PURCHASE INTENT

after working with Midroll to develop and place their ads.*


PODCASTS GENERATE UP TO

4.4X BETTER BRAND RECALL

than widely-used forms of digital advertising (scroll ads, static ads and pop-up ads).



Source: Associated Press ©2017




OF LISTENERS EXPOSED TO AN AD, **61 PERCENT** SAID THEY WERE LIKELY TO BUY THAT'S A

10% LIFT

118%

more people who head a podcast ad were more likely to buy a new flavor for a national soft drink brand.



The infographic above features findings from a study Nielsen recently conducted on ad-effectiveness for national brands who placed ads on podcasts represented by Midroll – a leading network recently acquired along with parent Stitcher by SiriusXM. The resulting report, one of the podcast industry’s largest aggregate releases of ad effectiveness data – demonstrates the real promise of ROI for all major consumer categories choosing to make podcast advertising a part of their strategic marketing spend