

A woman with dark hair tied back, wearing a red sweater and a pink patterned scarf, is driving a car. She is looking out the window and has white earbuds in her ears. The background shows a blurred view of the road and other vehicles.

adswizz

Rethinking Audio Ad Attribution.

Advancements in technology help advertisers see and measure the value and impact of streaming radio and podcast advertising.

AUDIO ATTRIBUTION TECHNOLOGY REPORT 2021

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Introduction:

We are AdsWizz, a company created out of a passionate belief in how technology can amplify the power of audio. We started this journey in 2008 and have grown to be an award-winning audio advertising technology platform. We support the biggest audio publishers and advertisers in the industry, including Pandora, SoundCloud, Stitcher, NPR, New York Times, NBCUniversal, PodcastOne, Octave Audio in the UK, Rogers Sport and Media in Canada, and many more. Combined with Simplecast, the leading publishing and analytics platform for podcasters of all sizes, we provide an end-to-end content creation and monetization solution for podcasters, advertisers, and publishers. AdsWizz and Simplecast are owned by SiriusXM.

250M+
unique devices
per month

25B+
monthly audio
impressions

4 of 5
top podcast shows on
AdsWizz tech platform

1B+
monthly podcast
downloads/streams

100+
countries
reached

Purpose:

This report will take a holistic look at 600 completed audio campaigns that used tracking technology to show the impact of audio advertising on driving several measurable activities, including website visits, registrations, app downloads, and purchases.

Additionally, this report is designed to educate and upskill marketers, agencies, planners, and buyers about the current capabilities of digital audio advertising measurement.

Audio is an integral part of our daily lives.

Audio is a natural fit.

Streaming radio and podcast listening reached new heights in 2020. (So much so that we dedicated the next page to show the noteworthy growth). While it's easy to think the COVID-19 pandemic was the root cause of the growth, audio and podcasts have been on a growth trajectory for some time, and the pandemic further accelerated that growth. When our daily interactions morphed into all virtual environments, we searched for entertainment away from our screens. Today, audio and podcasts accompany listeners throughout the day, beginning in the morning with the daily news, moving with us in our cars, while we exercise, when we prepare our meals, and when we unwind.

But tracking audio attribution can be challenging.

Because of the way we listen, on multiple devices throughout the day and while doing certain activities, listeners do not always stop to carry out the desired action during a listening period, like visiting a brand's website, downloading an app, or making a purchase. Instead, the action can occur later, on another digital device, often different from the one where the ad was first heard. Furthermore, the conversion often happens via other channels, such as search, which is usually the last action and ignoring the contribution of the audio to the actual conversion. This delay and device fragmentation leaves advertisers unsure if conversions can be attributed to their audio ads.



Let's take a beat to marvel at digital audio and podcast growth in 2020.

**Everyone is listening...
and advertisers are taking notice.**

193 Million

US population over 12 who listen to audio online monthly ([Edison Research 2021](#))

42%

Growth in podcast listening from 2020 ([AdsWizz Podcast Trends Report](#))

\$3 Billion

Size of digital audio advertising market in US in 2020, up 13% from 2019 ([IAB US](#))

75%

of people listen to music while working from home at least once a week ([Nielsen 2020](#))

Increase in “at-home” themed playlists show audio as our daily companion.

- 1,400%+ increase in **work-from-home** themed playlists
- 50% increase in **at-home haircut** playlists
- 430% increase of **garden-themed** playlists
- 40% increase in **cleaning-themed** playlist creation
- 51% increase in streaming audio via **gaming console**
- 26% increase in streaming via **desktop**
- 59% increase in streaming via **smart speakers**

[Source: Radio Works Blog, December 2020.](#)

Research Break.

In a study conducted by Neuro-Insight, researchers used neuroscience methods to measure the effects of audio ads on people carrying out tasks such as cooking, driving, exercising, cleaning, and working. The results showed that engagement with ads aimed at relevant activities rose by 23% over non-targeted ads, and memory encoding increased by 22%. [Read the full report here.](#)

Marketers want the same measurement capabilities across all media - especially audio.



Measurement capabilities across advertising media, such as display, have enabled advertisers to track digital conversions, including website visits, app downloads, digital purchases and sign-ups, for quite some time now. These tracking capabilities have allowed advertisers to tie cost per action, return on ad spend and more, back to the originating advertising campaign. But audio has been unable to replicate these measurement capabilities... until now.



Advances in advertising technology have brought the same tracking capabilities from other media to audio and podcasts – combining the power of audio with display-like digital metrics. This dynamic combination closes the loop on audio attribution and brings mid-flight optimization to advertisers.

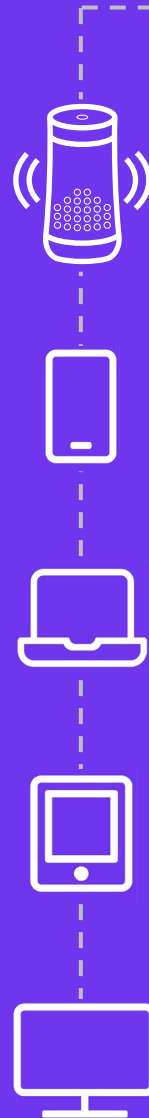
Technology now allows you to track the impact of your audio campaigns, while they're still in progress.



Meet Audio's newest performance marketing tool, attribution pixels.

Built for “**audio first**” campaigns, audio attribution pixels can track conversions across multiple digital devices, solving for device fragmentation and providing audio the contribution credit it deserves.

With enhanced targeting specific to listeners across streaming radio and podcast, advertisers can now report on and receive insights from multiple data signals, such as **demographics, behavioral audience segments, time of listen, listener context, delivery** and more. Using these cross-device signals enable marketers to connect the digital breadcrumbs and validate audio campaign effectiveness from clicks to purchases.



View, measure and **optimize** campaigns across multiple digital devices, **in real-time**.

AdsWizz Attribution Performance Solution is the only offering that provides ad delivery and attribution tracking in the same platform. This unique capability lets advertisers:

- 1 Check conversions in real-time** based on certain criteria - like time of day, age or gender, and location - and adjust accordingly to enhance campaign performance.
- 2** Have the platform provide **automated optimization recommendations** for conversion enhancement.*

**Implementing automated optimization recommendations are done manually, but a fully automated optimization function is currently in beta and showing promising results.*



Multi data signal tracking. Track conversions such as app downloads, website visits, sign-ups, add to cart and purchase confirmations. Being able to track conversions with monetary value allows advertisers to immediately see return on ad spend (ROAS) and cost per acquisition (CPA) performance.



Rapid reporting. Enhance campaign performance with rapid reporting that delivers insights from multiple targeting options such as geographic, demographic, behavioral segments, device type, time of listening, listener context, and more.



Performance dashboard. View campaign performance with an intuitive dashboard, exposing actionable data in an easy to interpret format. Advertisers can see how each targeted audience segment performs with metrics like conversion uplift/down-lift, expected difference in conversions, and conversation rates. The dashboard breaks out the performance of each conversion action by impressions, reach, total conversions, and unique converters. It is also able to display conversion metric performance such as listen-through, view-through, and click-through.

Audio advertising campaign study:

**Tracking pixels
show positive
performance
for global
advertisers.**



A study of 600 audio campaigns exposes strong conversion rates and ROI for advertisers.

Overview

In January of 2020, AdsWizz launched a beta version of the audio attribution tracking pixel with the goal of providing our advertising partners with the ability to track, view and enhance their campaign performance based on real-time results.

The attribution pixel continues to run today and at the time of writing this report over 1,300 campaigns have used this technology. As of March 1, 2021, there were 600 completed campaigns conducted by 12 agencies from the U.S. and U.K. We have analyzed the results from these 600 campaigns for the study in this report.

What is a tracking pixel?

A tracking pixel, or attribution pixel, is a snippet of HTML code that gets loaded when a user visits a website or enters a mobile app. Pixels are useful for tracking user behavior and conversions such as website visits or app downloads.

Brand verticals represented in study.

Auto & Auto Insurance
Creative Services
Delivery Services
Electronics
Financial Services
Fine Jewelry
Grocery & Specialty Products
Health & Beauty
Higher Education
Home Appliances
Home Improvement
Luxury Mattresses
Pet Food & Care
QSR (Fast-food)
Sports Entertainment
Self-Improvement
Technology Services
TV & Entertainment
Upscale Eyewear
Weight Loss

Audio advertising is effective at driving a specified action.

Across the 600 completed campaigns, agencies tracked an assortment of conversions that varied depending on their campaign goals. For this study, we define conversions as any of the listed actions below being taken by the listener after being exposed to an audio ad within a 7-day window or a retargeted display ad within a 1-day window.

Measured conversions included the following:

Website visits	Contact us submission	Register/ Sign-up
Add to cart	Email	App store visits
Purchase	Call now	App download/ install
Order confirmation	Request for directions	

Conversion rate was 4.0% of ad impressions*

*Actions were only counted once per unique listen. If the listener carried out multiple actions that were measured, such as "website visit" and "add to cart", only the first action taken was counted. A total of 238,022,875 audio impressions were delivered, with associated 9,521,850 measured conversion actions, for a total of 4.0% conversion to the desired/ measured action rate. For reference, Facebook display ads average 4.4% conversion rate.





Audio advertising is connected to purchase behavior.

When we carve out a subset of the 600 completed campaigns and look at those that just tracked conversions relating to purchase, there were 211 campaigns. Of the 211 campaigns, 173 were able to track and attribute a purchase to the audio campaigns – instead of just tracking conversions like website visits or app downloads.

That's 82%, or 4 out of 5, of the instrumented campaigns leading to at least one purchase. While the product types and prices vary, on average, each campaign resulted in 573 purchases.

Average of 573 purchases per campaign.

Audio advertising is helping advertisers decrease their CPA.

Across the 173 campaigns that tracked impressions to at least one purchase, we saw an average cost per action (CPA) of \$12.81. Understanding that industry average CPAs vary greatly, we took averages of aggregated campaigns from QSR, subscription app, health and beauty, and apparel industries – each showing notable decreases in cost per action. For these averages, we calculate audio CPA by taking the total ad spend and dividing it by the number of **purchases** tracked.



Food & Groceries
Audio CPA \$5.54

Food & Groceries
Display CPA \$18.20



Subscription Apps
Audio CPA \$29.38

Subscription Apps
Display CPA \$42.18



Health & Beauty
Audio CPA \$49.58

Health & Beauty
Display CPA \$58.85



Clothing & Apparel
Audio CPA \$15.71

Clothing & Apparel
Display CPA \$19.29

Source: Food & Grocery display ad CPA, WordStream, March 2020. Source: Subscription App (Arts and Entertainment) display ad CPA, WordStream, April 2020. Source: Health & Beauty (Beauty & Personal Care) display ad CPA, WordStream, April 2020. Source: Clothing & Apparel display ad CPA, WordStream, April 2020.



Geography

State, City, Zip, DMA, CMA, MSA



Device type

Auto, smart speakers, mobile, etc.



Date & time



Genre

Music or podcast show



Language



Weather



Live events

Any live digital feed



Delivery Type (Podcast only)



Listening Context



Interactive & retargeting campaigns



Age & Gender



Contextual audience data

Car owner, loves listening to jazz, traveler, etc.

Audio advertising is increasing purchase conversions through rich targeting.

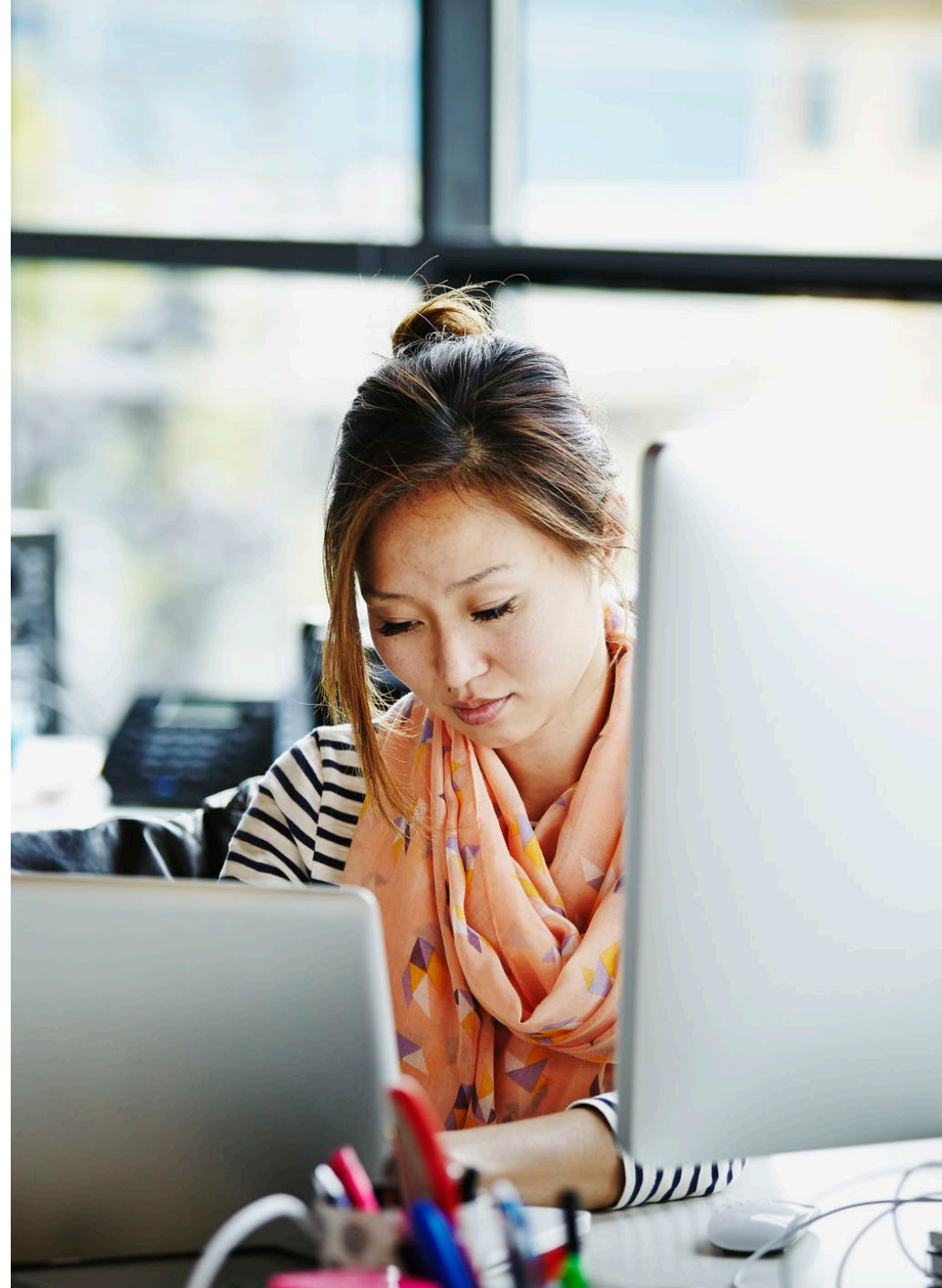
When we dig deeper into the 173 campaigns that had an attributed purchase, we found that over 80% combined three or more enhanced targeting criteria, such as weather, geography, and contextual audience segments. By tapping into multiple data signals advertisers who fine-tuned their targeting strategies were able to see more purchase conversions than those who did not use multiple targeting criteria.

80% of campaigns with an attributed purchase used multiple targeting criteria.

Audio advertising is becoming a regular part of the media mix.

Of the 12 agencies that participated in the beta program, 92% are continuing to run audio campaigns with attribution pixels to this day. Additionally, based on the positive results, 58% of agencies have incorporated audio advertising into their recurring quarterly budgets.

92% of agencies are continuing to run audio campaigns with attribution pixels.



Case Study Spotlight:

Octave Audio marries first-party data with tracking pixels for noteworthy conversion rate increase.

Wpromote innovates with unique ad formats, tracking above industry benchmark for ROAS.



CASE STUDY #1

AGENCY: GOODSTUFF

BRAND: AUTOMOBILE ASSOCIATION (AA)

PUBLISHER: OCTAVE AUDIO



**Attribution pixels
reveal 6x higher
conversion rate
when folding in
first-party data.**

The situation:

The Automobile Association (AA), via agency Goodstuff, wanted to target the right people at the right time with a message that would drive listeners to their website, promoting its car breakdown cover. Utilizing the power of audio, it wanted to reach its key demographic audience overlaid with deeper levels of targeting to reach an audience interested in its car breakdown insurance. The key goals for the AA audio campaign were to create brand awareness and drive listeners to its website.

The solution:

Working with its agency Goodstuff, The AA applied demographic targeting alongside Octave's unique Audience Forte segment 'Auto Intenders', which is powered by first-party publisher data from leading automotive sites such as Parkers, Car and Sunday Times Driving. An audio tracking pixel was placed within the audio ad and across The AA's website, enabling Goodstuff to track and attribute website visits and site impressions accurately.

CASE STUDY #1

AGENCY: GOODSTUFF

BRAND: AUTOMOBILE ASSOCIATION (AA)

PUBLISHER: OCTAVE AUDIO



“Both the AA and Goodstuff were very excited to be running the first campaign utilizing the conversion tracker on Octave. The results were really strong providing valuable insights resulting in a delighted client and a happy Goodstuff team.”

- Jack Bottomley, Audio Manager, Goodstuff

The Results:

Octave’s Audience Forte segment, ‘Auto Intenders’ (powered by first-party publisher data from leading automotive sites) achieved a conversion rate of 3.35%, **6x times higher than the generic demographic targeting** of 18-44.

The overall campaign achieved a successful 1.19% audio conversion rate, which for this case study was defined as listeners who made a visit to the client website after being exposed to the audio ad. For context, this is higher than the average 1.1% display click-through rate for Facebook and 0.47% for digital display ads.

The audio attribution solution enabled Goodstuff and the AA to distinguish between listeners converted via their demographic targeting segment and listeners that had been targeted as part of Octave’s ‘Auto Intenders’, plus understand which audience segments converted into site visits, at what time and number of site impressions. This further helped to emphasize the importance of Digital Audio within the wider marketing mix.

CASE STUDY #2

AGENCY: WPROMOTE

BRAND: DTC RETAILER

PUBLISHER: PODCAST AND AUDIO (VARIOUS)

WPROMOTE

Leading DTC retailer displays **9:1 ROAS** by integrating attribution pixels in audio campaigns.

The situation:

A leading online retailer wanted to reach customers in new ways during the COVID-19 pandemic to create brand awareness and drive a higher intent to purchase. They knew that audio was a booming and engaging format to reach potential customers, but it was mostly an untapped medium for them. Finding an advertising solution that gave them the ability to reach their target audience in innovative ways and more importantly provide them with ability to accurately measure their campaign's success was essential.

The solution:

Given the campaign goals, Wpromote, a digital marketing agency specializing in performance marketing, decided to employ several of AdsWizz's tools, including second-screen retargeting, programmatic host-read, and attribution pixels. The attribution pixels were placed within the audio ad, the companion digital display ad, and across the brand's website. This enabled Wpromote to accurately track and attribute website visits, add to carts, and the resulting revenue to the audio campaigns.

CASE STUDY #2

AGENCY: WPROMOTE

BRAND: DTC RETAILER

PUBLISHER: PODCAST AND AUDIO (VARIOUS)

WPROMOTE

“AdsWizz’s attribution solution has been instrumental in showing our clients the true value and power behind streaming radio and podcast advertising. By being able to accurately attribute our audio campaigns to purchases and consumers path to conversion, we were able to see astounding ROAS and provide key insights for our advertisers.”

- Jonathan Gualotuna, Head of Programmatic, Wpromote

The results:

In the first month of the campaign, the brand displayed a noteworthy 9:1 return on ad spend (ROAS) - industry benchmark is at 4:1.

Based on the results from this beta campaign, Wpromote has since rolled out attribution pixels with other clients representing streaming services, electronics, and fine jewelry verticals.

Conclusion.

Audio has long been respected as a powerful medium to reach target audiences – prospective and loyal. But it has often fallen into the top of funnel or brand awareness category. When in fact today's audio – streaming radio and podcasts – are more like other digital mediums with the flexibility and capabilities of modern performance marketing tools.

And now, thanks to new enhancements in technology, marketers can track and measure consumer activities like app downloads, site visits, and actual purchases. Technology can now attribute specific conversions to audio advertising campaigns, giving advertisers new insights into their investments. Ultimately demonstrating that **audio advertising** is:

- effective at driving a specified action,
- connected to purchase behavior,
- helping advertisers decrease their CPA,
- increasing purchase conversions through rich targeting, and
- becoming a regular part of the media mix.

Contact Us.

If you are an advertiser interested in digital audio or podcast advertising, please contact usdemand@adswizz.com (North America) or euprogrammatic@adswizz.com (EMEA).

If you are an audio or podcast publisher interested in monetizing your content, please contact ussupply@adswizz.com (North America) or eusupply@adswizz.com (EMEA).

If you are a podcaster interested in publishing, analytics, and/or monetization reach out to pro@simplecast.com.

