

Audio Math



KEY METRICS + TERMS FOR NEW PODCAST ADVERTISERS, PRESENTED BY ADLARGE

Key Podcast Advertising Terms

DYNAMIC AD INSERTION (DAI)

The technology that enables the delivery of a podcast ad based on specific campaign parameters.

FREQUENCY CAPPING

Frequency capping limits the number of times an ad can be heard by the same listener.

IMPRESSION TRACKING

The process of validating the impressions purchased were served to the podcast listener.

PIXEL-BASED ATTRIBUTION

A method of assigning full or partial value of an action to an episode download using a piece of code to track the campaign.



Share of Voice (SOV)

The percentage of total advertising weight per brand in a competitive set. Can also be calculated using available impressions.

$$\frac{\text{BRAND MENTIONS}}{\text{COMPETITOR MENTIONS}} \times 100 = \text{SOV (\%)}$$

Downloads vs. Impressions

DOWNLOAD → the content was requested by the consumer

IMPRESSION → the content was delivered to the consumer

Downloads are also the main metric used to report “baked-in” ads. While a download isn’t necessarily listened to, it is an indication of the listener’s intent to listen to the podcast.

An impressions-based ad has been delivered to the listener. Via dynamic ad insertion we can track impressions for the ad itself, once that part of the file containing the ad has been served.

