



# The Audio Advantage: Memorable, Efficient & Measurable

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In partnership  
with



Nielsen

SOUNDSPROFITABLE

podscribe



# Our brains process audio differently.

Without visual clutter competing for attention, audio invites deeper mental processing, and strengthens memory formation and emotional connection. In a test of CSR-focused ads, in most cases NPR's 15-second audio sponsor messages were more memorable than video ads – **most surpassing video by at least 40%.<sup>1</sup>**

According to *The Advertising Landscape* from Sounds Profitable, **audio formats ranked among the highest in recall among 22 media platforms:**



**86%**

of respondents recalled podcast sponsorships, **the #1 media platform for recall.<sup>2</sup>**



**81%**

of respondents recalled radio sponsorships, **the #3 media platform for recall.<sup>2</sup>**

Source: 1. Neuro-Insight, NPR Transference of Trust Report 2022; 2. The Advertising Landscape from Sounds Profitable.

# An undervalued medium for brand impact.

Marketers perceive audio as being less effective, but the opposite is true. **Radio has the second highest average ROI globally** compared to other media types, outperforming TV, CTV and video.<sup>1</sup> When analyzing their Marketing Mix Modeling (MMM) database, Nielsen found that podcasting is also outperforming television.

According to Nielsen's MMM database:



**1.5x**

Weighted ROI for **podcasts**, despite only 54% perceived effectiveness<sup>1</sup>



**2x**

Weighted ROI for **radio**, despite only 46% perceived effectiveness<sup>1</sup>

Source: 1. 2025 Nielsen Global Annual Marketing Survey; Nielsen Global Compass Benchmarks.

# The Audio Advantage is clear.



## Authentic & Trustworthy.

Audio sponsorship is rated among the **most authentic**, with radio ranking first and podcasting ranking third.<sup>1</sup>



## Reaching farther than other media.

Podcasts and streaming audio combined reach **85%+ of the U.S. adult population.**<sup>2</sup>



## Measurable impact for brands.

Expanded **planning capabilities** and comprehensive measurement options maximize impact.

Source: 1. The Advertising Landscape from Sounds Profitable, June 2025; 2. Podscribe Performance Benchmarks Report Q1 2026.

# Consumers trust the voices of audio.

*The Advertising Landscape* from Sounds Profitable found that most respondents who are prime media consumers agree that the content on audio platforms is generally factual and accurate. **Radio ranked as the #1 media platform for authentic sponsorship messaging, with podcasts close behind at #3.**<sup>1</sup>

The same sentiment rings true among NPR listeners, providing a Halo Effect for sponsors:



**77%**

of NPR podcast listeners agree their opinion of a business is **more positive after finding out they sponsor NPR.**<sup>2</sup>



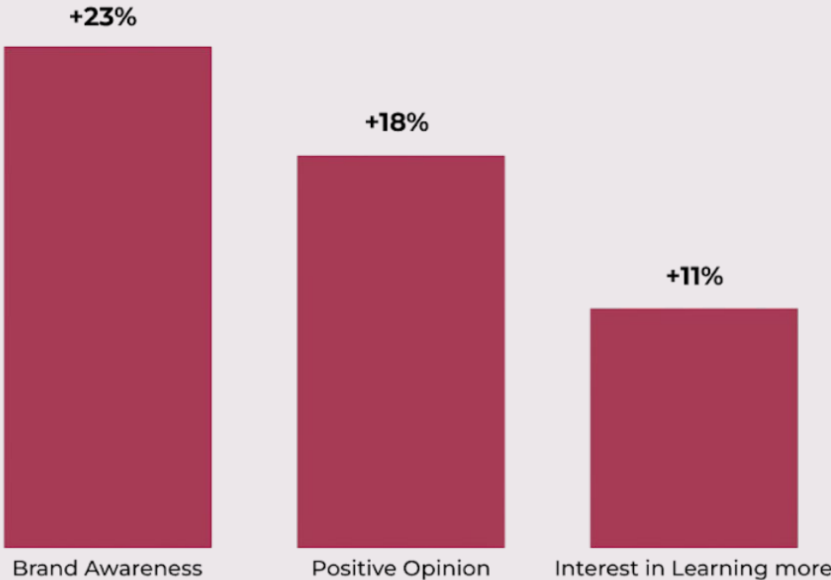
**88%**

of NPR radio listeners have **taken action in response to a sponsorship message** they heard in broadcast content.<sup>3</sup>

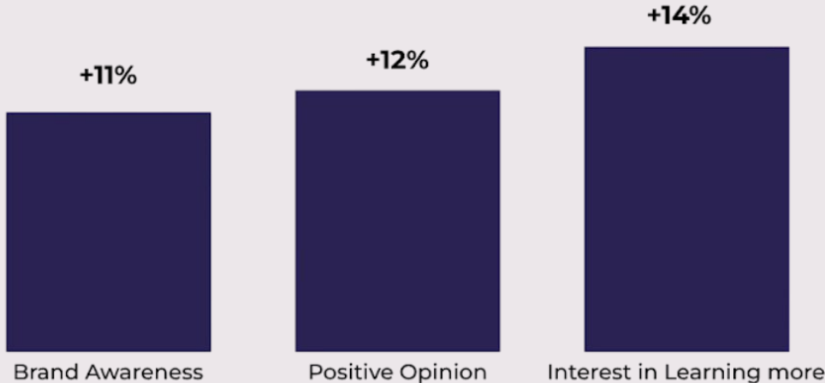
Source: 1. The Advertising Landscape from Sounds Profitable; 2. NPR Podcast Sponsorship Survey Sept 2025 n=439; 3. Kantar NPR Sponsorship Survey Sept 2025 n=450.

# Trust translates to strong campaign results.

### Average Lift from NPR Radio Campaigns



### Average Lift from NPR Podcast Campaigns



Source: Radio – Kantar NPR Sponsorship Studies 2019-2025. Lift for NPR radio listeners vs nonlisteners. Podcast – Veritonic, NPR Podcast Brand Lift Studies, 2023-2025. Lift for campaign-exposed listeners vs. unexposed NPR listeners.

# Unlock a unique audience.

When used together, podcasts and streaming audio can reach up to 85% of the US adult population, with most advertisers seeing about 80% uniqueness between podcasting and streaming audio audiences. Podcasts represent a hard to reach audience, making each ad exposure more valuable.<sup>1</sup>

Adding audio to an advertising campaign provides the opportunity to unlock new incremental reach:



**28%**

**median incrementality** for sponsors adding podcasts as their only audio component in a campaign.<sup>1</sup>



**20%+**

increase in reach when **shifting only 10% of an existing budget to audio.**<sup>2</sup>

Source: 1. Podscribe Performance Benchmarks Report Q4 2025; 2. Nielsen Media Impact.

# Maximize impact with the right tools.



**Cross-media planning that turns insights into impact, with Nielsen Media Impact.**

Leverage granular consumer data against key audiences to simulate strategies, optimize budgets, and improve reach and frequency, driving higher ROI for campaigns.



**Deliver deterministic measurement, verification and audience targeting with Podscribe.**

Podscribe offers four core measurement technologies: household-level pixel attribution, AI-driven airchecks, incrementality & lift modeling, and SmartServe ad serving & targeting control.

# Planning the ideal audio campaign.

Brands are seeing the power of podcasts with Nielsen's Media Impact tool.

In a proposal for a pharmaceutical brand, the tool found that reallocating **53% of an existing TV budget to podcasts leads to an increase in effective reach, net reach, and a new incremental audience.** This no-cost move captures the highly-engaged and affluent podcast audience where they are.



## Effective Reach

A cost-neutral shift from TV to podcast yields a **+48% gain in Effective Reach (3+).**



## Increased Net Reach

This simple budget reallocation dramatically increases Net Reach from 44% to **60% without increasing spend.**



## New Audience

The proposed plan unlocks a **23% incremental audience** that the current plan is missing.

Source: 1. Nielsen Media Impact.

# Tap into the Audio Advantage today.



## Authentic & Trustworthy.

Make the best possible impression by communicating your message on the platforms **rated most authentic for sponsorship.**



## Reaching farther than other media.

Increase your incremental reach by unlocking **audiences that can't be reached by any other major media channel.**



## Measurable impact for brands.

**See your message's impact** with comprehensive planning and measurement tools available for audio campaigns.

Thank you.

