



The Audio Advantage: Memorable, Efficient & Measurable

In partnership
with



Nielsen

| SOUNDSPROFITABLE

| podscribe





The Audio Advantage: Memorable, Efficient & Measurable



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%.¹**

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.²**



81%

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

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 than other mediums, but the opposite is true. **Radio has the second highest average ROI globally** compared to other media types, outperforming TV, CTV and video.¹ When analyzing its 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 effectiveness¹



2x

Weighted ROI for **radio**, despite only 46% perceived effectiveness¹

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.¹



Reaching farther than other media.

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



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.**¹

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.**²



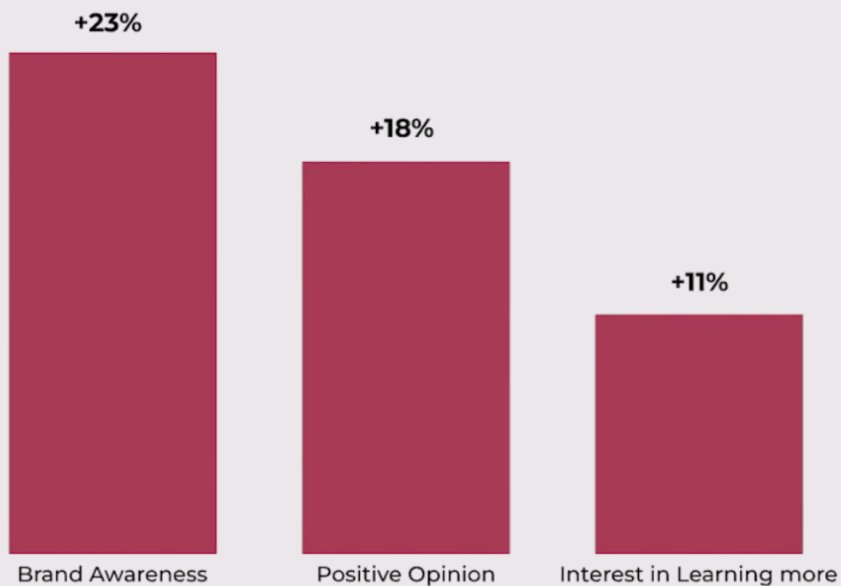
88%

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

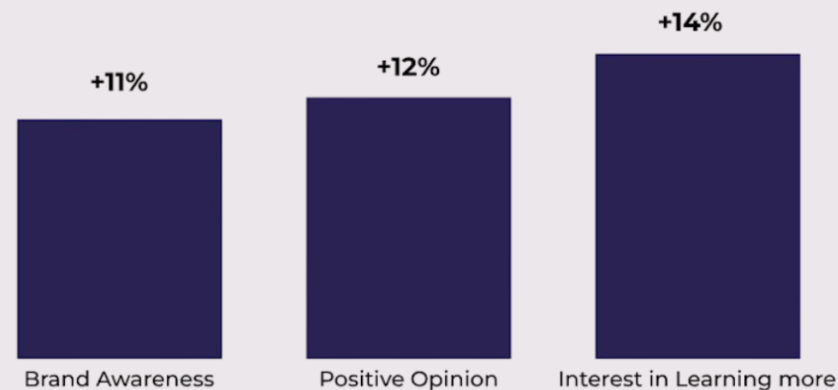
Source: 1. The Advertising Landscape from Sounds Profitable; 2. NPR Podcast Sponsorship Survey Sept 2025 n=439; 3. Kantar NPR Sponsorship Survey Sept 2025 n=450.

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.¹

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.¹



20%+

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

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.



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.



The largest public repository of podcast research, backed by 200+ industry members.

Sounds Profitable represents 200+ publishers, agencies, and ad tech members as the trade organization for the podcast industry, and offers the largest publicly-available collection of podcast research.

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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.

