

# MULTIVU PODCAST ADVERTISING

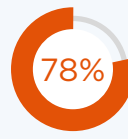
Podcasting is on the rise. 51% of the U.S. population has listened to a podcast, up 7% from last year.<sup>1</sup>

**MultiVu's Podcast Advertising** service helps our clients leverage podcast airtime to reach this growing audience with a quick sponsored segment.

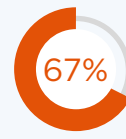
## What is so unique about podcast advertising?

Ad segments are limited, offering advertisers a remarkably high share of voice. This makes the ad seem more like an endorsement than a pitch, which encourages retention and engagement.

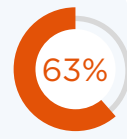
Podcast listeners make the connection that advertising funds the content they truly value.



approve of podcast advertising<sup>1</sup>



remember brands and products from podcast ads<sup>2</sup>



made a purchase after hearing podcast ads<sup>2</sup>

Sources: Podcast Playbook, Interactive Advertising Bureau

## How Can MultiVu Help?

MultiVu's digital and broadcast media experts are collaborating to help our clients effectively navigate this emerging space.



- **Industry and Competitive Insights**  
We do our homework. We understand the industry and capitalize on new developments.
- **Strategic Media Planning**  
We meet with you to understand your goals and objectives and generate a cohesive plan.
- **Creative Ideation**  
With your goals in mind, we work with you to create effective messaging.
- **Smart Buying**  
We find the right shows that sync with your brands, products, and/or services.
- **Analysis and Optimization**  
We collect and analyze data to give you a comprehensive review of what worked and how to optimize in the future.

**With MultiVu, you're never alone.**  
**Tell us your goals, and we'll handle the rest. It really is that easy.**

Ready to get started? Contact us at [MultiVuSales@multivu.com](mailto:MultiVuSales@multivu.com)!