

sxm
MEDIA

THE WTF-DOES-THAT-MEAN EVERYTHING
DIRECTORY TO PODCAST ADVERTISING

Podcast Ad Glossary

EXPAND YOUR PODCABULARY →

Expand your podcabulary.

The recent boom in podcast listening means a whole slew of new jargon for advertisers. We know you're busy, and it can be hard to keep up with this new and shifting landscape. So we gathered all the freshest podcabulary—from the highly technical to the quirky slang—to make podcast advertising a breeze.

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Build a game plan.

We're kicking things off with the “planning” phase of your ad campaign. Here, we'll help you figure out your target audience (and everything about them), plus identify shows that align with your brand and goals.

ad break

/ad•brāk/

The point in an episode where an ad is delivered, aka, the commercials of podcasts. There are only so many spots per episode, and they can happen in three different places.

pre-roll ad */pri•rōl•ad/* Find this ad at the beginning of a podcast episode. Some podcast hosts play it right away, or some play a short intro before the ad to hook the listener.

mid-roll ad */mid•rōl•ad/* Find this one near the middle of a podcast episode.

post-roll ad */pōst•rōl•ad/* (You probably get it by now.) Find this ad at the end of a podcast episode.

ad campaign

/ad•kam'pān/

One or a series of ad spots (see below) that communicate a similar message to listeners. Often differentiated by separate products and objectives.

ad targeting

/ad•tär'gətiNG/

A key ingredient to the campaign recipe: ensuring your ad is actually reaching the right audience. This can be done a number of ways, and innovations in data and ad technology mean you can reach consumers based on demographics, contexts, or even mindsets.

audience targeting

/aw-dee-uhns•tär'gətiNG/

Reach a core demographic or persona wherever they are listening.

behavior targeting */bə'hāvıyərəl•tär'gətiNG/* The ability to target your audience based on a user's online and offline behavior (e.g., parents shopping for baby goods, connected home users, auto enthusiasts, etc).

demographic targeting */,dema'grafik•tär'gətiNG/* Target listeners by demographic (e.g., age and gender).

geographic targeting */jee-uh-graf-i-k•tär'gətiNG/* Target listeners by geography (e.g., state or DMA).

contextual targeting

/kən'teks(t)SH(əw)əl·'tär'gətiNG/

Run messaging in a contextually relevant environment, to align with key consumer interests or avoid unsuitable content.

category targeting */'kadəgôrē·'tär'gətiNG/*

Target listeners based on the genre category of content or in-language content. (e.g., Arts, Comedy, Business, etc).

contextual transcription targeting */kən'teks(t)SH(əw)*

əl tra(t)'skripSHən·'tär'gətiNG/ Target audiences while they're listening to episodes covering topics relevant to your business. (e.g., episodes about food, sports, marketing, etc).

predictive audience targeting */prē' diktic·aw-dee-*

uhns·'tär'gətiNG/ Target listeners based on 300+ predictive behaviors encompassing; TV-viewing behaviors, life stage, purchase intent, and more. (e.g., heavy social users, people who watch cooking shows, political affiliations, etc).

inventory targeting

/'invən,tôrē·tär'gətiNG/

Reach audiences tuned into specific publishers or exclude shows that don't align well with your brand.

brand suitability */brand ,sōōde'bilədē/*

Exclude episodes covering topics that might not align with your brand. (e.g., vaping, epidemic, etc).

inventory source targeting */*

invən'tôrē·sōrs·'tär'gətiNG/

Run inventory in specific shows or networks. (e.g., Crooked Media, I Am Athlete, etc).

The future of targeting is contextual.

Certain technological innovations have propelled us closer to reaching consumers in the right mindset. For instance, 95%-accurate voice-to-text transcription that allows us to insert your ad into the exact context you want—however niche or broad that may be. [Read more.](#)

branded content

/brandəd·kən'tent/

When a host weaves your brand into their content. This is typically custom (see custom integration) and can take on different forms—from a smaller segment to a full episode. Either way, this content can drive deeper engagement.

closed ecosystem

/klōzd ēkō'sistəm/

(aka Walled Garden) Content that requires a subscription or is behind a paywall, meaning you have to sign up to listen. Our take? Let your walls down.

cross-promotion

/krôsh prə'mōSH(ə)n/

Promotional ads that run on other shows, with a similar audience, to help promote a new show launch.

cross-platform packaging

/krôsh•plاتفôrm pakijiNG/

The ability to expand your campaign above and beyond podcasts and into other formats, such as streaming music or satellite radio (and lucky you, we've got the best of all three). For example, run your ad on "Parenting" podcasts on Stitcher, and on "Kids + Family" music stations on Pandora.

open ecosystem

/ôpən•êkô,sistəm/

A system that allows content to be distributed across platforms and apps, so listeners can hear their favorite podcasts wherever they please.

programmatic podcast advertising

/prôgrə'madik•päd,kast advər,tiziNG/

A dynamic, automated buying solution that gives advertisers more control and efficiency when buying podcast advertising. This takes place of the traditional process that involves RFP's, human negotiations, and manual insertion orders.

Meeting listeners where they are.

Participating in the open ecosystem of podcasting allows SXM Media to reach 44M listeners both on and off our operated platforms. This means more opportunities for listeners, creators, and advertisers—which has been our focus from day one.

Plan your ad spend.

Let's look at buying. Whether you want to make a splash across an entire network, target a specific audience, or narrow your focus to listeners of a specific show, you have options. Your buying options will vary based on your media partner—but we're shamelessly going to cover ours.

audience-based buying

/aw-dee-uhns•beyst•bahyING/

Interested in millennials? Or auto-enthusiasts? Reach them at-scale, across multiple shows or networks. Use our targeting capabilities (see: page 3) to ensure you reach your consumer and achieve cost efficiencies.

Note: different from programmatic advertising.

podcast everywhere

/'pɒd,kæst 'evri,wɛr/

No matter where audiences are listening, target your customers across all shows and publishers with brand or announcer-read ads. It's podcast buying at scale that won't disrupt the intimate, authentic podcast experience.

podcast select

/'pɒd,kæst sə'lekt/

An advanced reach solution with upgraded targeting capabilities. Align your brand with relevant podcast content at scale.

podcast show

/'pɒd,kæst ʃoʊ/

Tap into the trusted, influential voices that draw audiences to podcasts. Choose one or more of our 400+ exclusive podcasts.

podcast custom solutions

/'pɒd,kæst 'kʌstəm sə'luʃənz/

Think outside the traditional ad for your brand—and drive deeper brand engagement with 100% share of voice.

Let's get creative.

Now onto the fun stuff—bringing your ad to life. There are many ways to tell your brand story, educate your listeners and get them to take action. Whatever you're imagining, there's a solution to get your message heard by the audience you value most.

ad format

/ad•fôr,mat/

Who will voice your ad? What will it sound like? And how long will it be? That's all for you to decide, and you got options.

announcer-read ad */ə'nounsər rēd•ad/* An “announcer” is a voice carefully cast to fit into the podcast environment, within an ad created to run seamlessly across multiple networks and/or shows. It's like a host-read ad, but at-scale.

Available in :15, :30, :60 formats.

brand-read ad */brænd-rid•æd/* Already got something in the works? You can provide your own podcast ad that we'll take and run across our network. Try not to go overboard on music and sound effects; we want to keep it as close to the podcast listening experience as possible.

Available in :15, :30, :60 formats.

host-read ad */hōst•rēd•ad/* Get LeVar Burton, or any one of our other 300+ exclusive hosts, talking about your brand in this native podcast ad experience. The host will use your talking points to put their own spin on the copy.

Available in :15, :30, :60 formats.

pe (personal experience) */pərs(ə)n(ə)l•ik'spirēəns/* When a host gets a chance to use your product and share their personal experience. It takes a few more moving parts, but hosts love being able to speak authentically in a host read or in a custom segment.

Production Swagger

Not-so-humble brag: Our in-house creative consultancy, Studio Resonate, used announcer-voiced reads, which drove purchase intent lifts of 18-22%, more than double the category benchmark lift of 9%. And, drew high scores for attributes including Authentic, Energetic, Empowering, and Unique. [Read more.](#)

Source: Veritonic announcer testing, 2021.

baked-in ad

/bākt•in•ad/

(antonym: dynamically-inserted ad) These ads are part of the actual podcast recording, meaning they live with that episode forever. These used to be the dominant ads in podcasting, but are almost entirely phased out now. They can be available as custom integrations when you want to maximize your reach with a show's audience.

call-to-action

/kôl•too•akSH(ə)n/

(CTA) Arguably the most important part of the ad—because it's when you lay out the exact action you want listeners to take. This varies based on your goals but can range from “visit our website and use promo code xyz” or “visit our store.”

Pro Tip: while these have typically come in measurable forms, more brands are seeing the value in exposure in top podcasts without needing to drive listeners to a certain site.

custom integration

/kus(t)ome•integraSH(ə)n/

branded episode */brændəd•epə,sōd/* An opportunity to collaborate with the show to create a custom bonus episode—with 100% share of voice—that builds brand love. Content is built out together with a brand to find concepts that are natural extensions of the show and brand.

segments */segment/* These 3 to 5-minute baked-in segments are woven into the podcast (specific to each show) and can be executed as a series across multiple episodes. Custom segments can either be sponsored versions of existing segments, or brand-new, specially created spots in the show.

vignettes */vin'yet/* What do you get when you combine host read ads with storytelling? A vignette. These 2 to 3-minute produced spots allow for a host-read intro and outro, wrapped around featured content. Vignettes are dynamically inserted (see below) and run in the mid-roll position.

The Proof is in the Buick.

And that's 500,000 downloads of proof. The Office Ladies recently partnered with Buick for a 45-minute bonus episode all about friendship, working from home, and of course, their experience with the new Envision Buick. [Read more.](#)

dynamically inserted ad

/dīnaməklē•in'sərt ad/

(antonym: baked-in ad) The ability to insert ads, either client-provided, announcer-read, or host-read, at the time of download. This ensures that all ads are relevant to the time of year (we wouldn't want any holiday ads in the peak of summer) and to the listener themselves. So, you and your bff might hear different ads, even if you're listening to the same episode.

script

/skript/

Written words of a sponsorship message. This can be written by you, the brand, or the creative agency. For announcer reads, this will be a verbatim script, but for host reads, these will often come in the form of talking points.

Measure, and make moves.

Here's where the numbers come in. From brand lift to measurement, we use best-in-class tools and lots of insights (like, did one creative work better than another?), to help you better understand the success of your campaign.

completion rate

/kəm'plēSH(ə)n•rāt/

The percentage of the show that listeners get through.

cost per acquisition

/kôst•pər•akwə'ziSH(ə)n/

(CPA) The cost for every customer you acquire.

cost per thousand

/kôst•pər•THouz(ə)nd/

(CPM) This metric refers to the cost of an ad per 1,000 listens and is typically a set fee and can vary based on the popularity of the show.

direct response marketing

/də'rekt•rə'spāns•märkədiNG/

To track specific actions, hosts often share a unique URL to listeners to measure the amount of traffic in response to that ad and evaluate its effectiveness.

download

/doun'lōd/

Quite literally, a downloaded audio file. It shows that a listener intends to listen to the podcast.

impression

/im'preSHən/

If downloads are the number of times a podcast is requested by a consumer, impressions are the number of times a specific podcast ad unit is downloaded by consumers.

online listening

/än'līn•lis(ə)niNG/

Online podcasts appear to be streamed, but the file is actually stored in a temporary location (unlike downloaded podcasts, which are stored in a library).

promo code

/'proumou'koud/

A unique code to be used at checkout to give listeners access to some kind of special offer and help track campaign success.

return on investment

/rə'tərn•ôn•in'ves(t)mənt/

(ROI) A simple ratio that measures the return on an investment relative to its cost.

vanity URL

/vanədē•yoo•är•'el/

A short, custom URL that can be a great way to track results from your podcast ad. Yourbrand.com/isthebest has a nice ring to it, doesn't it?

Last, but not least.

We're wrapping up with an extra batch of terms worth knowing. And no doubt, we couldn't forget to include some of our favorite slang.

Podcast Ecosystem

ad seller

/ad•selər/

Companies (like us!) who sell podcast ads across content that they have the sales rights to.

ad tech platform

/ad•tek•platfôrm/

Platforms (like AdsWizz) who provide the ad technology to aggregate content and monetize podcasts at scale.

hosting platform

/hōst•platfôrm/

Podcast creators upload their content to these platforms (like Simplecast) in order to edit, distribute, and measure.

listening app

/lis(ə)n•ap/

Apps (like Pandora & Stitcher) who distribute podcast content.

measurement vendor

/meZHərment•vendər/

Vendors who help with analytics and measure ad effectiveness.

From Our Podcasters

pod snob

/pədsnəb/

The hipsters of podcast listeners. You know who you are.

glass box syndrome

/glas•bäks•sin,rōm/

The feeling of being right there with the host, like they're your best friend (because, for the past year, they probably have been).

heynongman

/hā•nong•man/

Jason Mantzoukas's accidental catch phrase. Born out of an attempt to say "hang on man" during an episode of *Comedy Bang Bang!*, a weekly podcast featuring today's funniest comedians.

Just as every podcast host has their own unique sign-off, you can customize your ad campaign to be a reflection of your brand. At SXM Media, our proprietary products are for businesses of all sizes, ranging from show-level opportunities to targeting at scale (or go for a mix of both).

As leaders in podcast monetization, we also attract the best creators out there (sidenote: if that's you and you want to start advertising on your podcast, **let's talk**). By pairing intimate storytelling experiences with automation and scale, you can connect with your listeners, wherever they are.

And as some of our favorite hosts would say: **"Be rude. Be weird. Stay alive."**—Crime Junkie, **"Keep being Humon!"**—improv4humans, **"Stay schemin'"**—Scam Goddess

But, we'll just keep it simple and say: when you're ready to chat podcast advertising, **drop us a note.**

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((Siriusxm)) pandora **STITCHER**

