

Plan & Launch

Podcast Ad Campaigns



Define Your Goals

Know what success looks like—brand lift, conversions, or both?



Know Your Audience

Pinpoint who you're trying to reach—and where they're already listening.



Set a Smart Test Budget

Start with enough shows to compare performance and spot patterns.



Choose Your Buying Strategy

Balance control, reach, and efficiency with direct, network, or programmatic buys.



Craft Your Creative

Write ad copy that fits the host's voice—and makes your CTA unforgettable.



Launch and Track Intelligently

Use promo codes, pixels, and landing pages to measure what's really working.



Review, Learn, and Optimize

Double down on top performers—and tweak creative, offers, or placements to improve.