

# Performance+, an industry first recommendation engine to improve campaign performance

**Latest iteration of AI-powered Collections+ feature expands data-driven decisioning for advertisers in podcast host-read campaigns.**

Acast-owned Podchaser has announced an update to its Collections+ feature with the launch of Performance+. Performance+ is an industry-first tool able to identify the most effective podcasts for performance and direct response campaigns for advertisers.

Through proprietary data modeling, Podchaser analyzes podcasting behaviors and characteristics in more detail than previously. These attributes are then used to identify and recommend podcasts that will deliver the strongest results for advertisers' individual performance marketing objectives.

"The emerging synergies between Podchaser and Acast are visibly driving innovation and boosting revenue opportunities. Innovations, combined with the most extensive and detailed podcast data in the industry, are setting the stage for us - and the entire podcast sector - to continue the growth trajectory. Performance+ allows us to better monetize our full network of podcasts by matching more of the right shows with the right advertiser verticals", says Ross Adams, CEO at Acast.

Crucial to the development of Performance+ is the level of detailed data that dynamic ad insertion in podcasting offers. Podchaser empowers advertisers with the data-driven confidence they need to make strategic show selections for performance campaigns. This data-backed confidence ultimately leads to stronger performance, rather than just securing ad slots based on different buying models.

Performance+ establishes Podchaser as the intelligence engine for podcast advertising through its unique ability to enable smarter decision making for better campaign performance. Advertisers can tap into Podchaser's data and insights to connect with new listeners and convert them into customers.

Performance+ is being incubated and tested with Acast, which is already using the capability in its own Acast-brand podcast advertising campaigns with promising early returns. Since launch, Collections+ as a whole has delivered 1 billion impressions.

Performance+ is available to any podcast marketplace globally.

## For more information

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## About Acast

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Since 2014, Acast has been creating the world's most valuable podcast marketplace, building the technology which connects podcast creators, advertisers and listeners. Its marketplace spans more than 100,000 podcasts, 2,300 advertisers and more than 400 million monthly listens. Crucially, those listens are monetized wherever they happen - across any podcasting app or other listening platform.

The company operates worldwide and is headquartered in Stockholm, Sweden. Acast is listed on the Nasdaq First North Premier Growth Market (ACAST.ST).

## Attachments

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