

# Predictive Demographics Update Delivers Greater Insights for Podcast Advertisers

**Enhancements to AI-driven feature now offers advertisers unprecedented precision in audience targeting for the cookie-free world.**

Acast, through its subsidiary Podchaser, is redefining podcast advertising with significant enhancements to its AI-driven Predictive Demographics feature, enabling more precise audience targeting across three million English-speaking podcasts globally. Building on its industry-first technology [announced last fall](#), Podchaser leverages AI, as opposed to first-party data, to analyze the language spoken within a podcast to predict audience attributes.

With this latest update, Predictive Demographics extends its AI-driven prediction model to include which listeners are parents, the country in which they live, and their education level for all English podcasts. These additions complement existing age and gender models, offering advertisers more comprehensive targeting capabilities when building data-driven campaigns.

"Predictive Demographics not only empowers media buyers to fully leverage the power of podcast advertising but also enables us to scale our sales efforts across both new and existing ad spaces. With these technological advancements, the future of podcast advertising is set to become more efficient and engaging, positioning us at the forefront of the industry," states Ross Adams, CEO of Acast.

Predictive Demographics, including top countries, parental status, and education status are part of the Podchaser Pro suite, which offers an array of podcast data, insights, and planning tools designed to optimize advertising strategies and maximize return on investment. Since launching in October of 2023, 84% of Podchaser clients have utilized Predictive Demographic data.

To explore the full capabilities of Podchaser's Predictive Demographics as well as Collections+, please visit <https://features.podchaser.com/pro/> or reach out to Cole Raven at [cole@podchaser.com](mailto:cole@podchaser.com).

## 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 100,000 podcasts, 2,700 advertisers and c. 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). Certified Adviser is FNCA Sweden AB, [info@fnca.se](mailto:info@fnca.se)

## Attachments

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