

## Acast launches AI-Powered Podcast Advertising

**Collections+ - the industry's most refined data sets - allow for more targeted and cost effective advertiser campaigns, and increased revenue potential.**

Today Acast and Podchaser announced the launch of an AI-powered capability that allows advertisers to expand their reach in podcasting and refine their targeting further than ever before. Collections+ has been developed and tested with the Acast Marketplace and has enabled Acast to monetize 5% more shows in the first seven weeks of testing. Collections+ is now being made available to any ad platform or marketplace in the industry looking to enhance its own targeting, via Podchaser.

"Bringing together Podchaser's refined data sets with the Acast Marketplace will help us scale up ad sales and monetize more shows, especially those mid-sized ones with lots of untapped potential. By leveraging Acast and Podchaser data, we will also decrease our reliance on third-party data providers, which translates to cost efficiencies," said Ross Adams, CEO at Acast.

With Collections+, data on podcasts and their audiences is pulled from the widest range of sources across podcasting - including the hosting platform's own data, Podchaser's first-party data, Apple Podcasts and Spotify category and chart data, IAB categories, surveys and transcriptions. The data is then synthesized using AI models, sorting podcasts into verticals based on all data points about that show available. This creates the highest-quality collections for advertisers to target against in the industry, replacing the traditional method, where podcasts are categorized manually into groups which advertisers then choose to buy against for their campaigns. This makes podcasts more discoverable to advertisers and attracting even more relevant advertising to engaged audiences than before.

Data shows that 44% of US podcast advertising investment lands with the top 500 shows. But these shows only account for 12% of monthly reach, which means advertisers are missing the opportunity to target nearly 88% of the addressable podcast audience. Collections+ benefits all parties in podcasting: for advertisers it brings more scale, better campaign diversity and increased effectiveness. For podcasters, it means greater discoverability amongst advertisers, increased chance of revenue and more shows monetized.

## 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, 2,300 advertisers and 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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