

Acast Subsidiary Brand Podchaser Launches AI-powered Predictive Language Modeling

AI-driven Predictive Demographics feature empowers advertisers with enhanced podcast audience targeting based on episode language.

Acast-owned Podchaser has launched an industry-first predictive language modeling capability that allows advertisers to refine their podcast audience targeting even further. Through Predictive Demographics, Podchaser uses AI, as opposed to first-party data, to analyze the language spoken within a podcast to predict the age and gender of its likely audience.

"Bringing together Podchaser's refined data sets and AI-powered tools with Acast Marketplace will help us scale up ad sales and monetize more shows. With Predictive Demographics we're making it possible for advertisers to unlock value from podcasts through an audience-first approach and to ultimately discover podcasts with untapped advertising potential. Earlier this year, we launched [Collections+](#) which allows advertisers to enhance their targeting capabilities and discover new podcasts that reach their target audiences. Since launch, Acast has utilized Collections+ technology to propel campaigns for over 500 clients across 14 markets and monetize 10% more shows. Collections+ - including predictive demographics - is available for any podcast host, publisher, ad platform, or interested advertiser.", said Ross Adams, CEO at Acast.

Marketers rely on important demographics data, like age and gender, to reach the right audiences for their brand message. In recent years, many marketers have begun using first-party data to collect these insights. However, according to [Nielsen's Annual Marketing Report](#), more than half (56%) of brands said they are "below average," "average," or "average at best" when it comes to actually using first-party data. There are a variety of reasons why [marketers are challenged to appropriately use first-party data](#), including siloed data collections across organizations and complex regulations across different states and countries they may operate and have consumer bases in.

Predictive Demographics solve these challenges by supplying advertisers with demographic data for more than five million podcasts around the world. Now, instead of marketers struggling to apply their own data collections, Podchaser's AI-driven predictive language modeling accurately predicts the podcasts with the right audiences for their campaign goals.

For more information

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About Acast

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 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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