

Acast Introduces Self-Serve Platform to Enable More Brands and Advertisers to Advertise on Podcasts

Acast, the world's largest independent podcast company, has developed a new self-serve advertising platform to enable brands of any size and budget to reach the highly engaged audiences across the more than 88,000 podcasts within the Acast Marketplace. The new platform allows brands to press play on their podcast advertising strategy and creates further opportunities for Acast to monetize on its ad tech platform.

"This new platform is a major step in democratizing the global podcast advertising industry as it allows advertisers to start their podcast advertising journey on a scale that works for their business needs and budgets. For Acast it opens up yet another revenue channel where we are able to target a broader base of our podcast inventory and automate advertising sales even further. This is an important step in our strategy to become the number one player in the podcasting industry", says Ross Adams, CEO of Acast.

Acast's self-serve platform is available to advertisers globally just in time for the holiday shopping season. According to [Deloitte's annual holiday forecast](#), retail sales are expected to total nearly \$1.5 trillion during the November to January timeframe.

Amid those projections, small and medium sized businesses (SMBs), are well-poised to experience higher demand this season. In fact, according to [Capterra's 2022 Holiday Retail Preparations Survey](#), 63% of SMBs expect to see higher holiday profits compared to 2021. Moreover, this same survey found that 45% of SMBs expect to offer more holiday deals this year because of inflation and 85% expect to increase holiday marketing spend across one or more channels.

In addition to SMBs, Acast's self-serve platform is a smart route for podcasters to also become advertisers and promote their own shows and products to their relevant audiences within the podcast environment.

Acast is the global leader in podcast advertising that works with more than 2,400 advertisers each year. In addition to small businesses, Acast also partners with major brands including Amazon, State Farm, Macy's, Ikea, Klarna, Ulta Beauty, and more.

For more information on Acast's self-serve platform, please visit: <https://www.acast.com/advertising/self-serve>.

For more information

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About Acast

Acast is the world's largest independent podcast company. Founded in 2014, the company has pioneered the open podcast ecosystem ever since – making podcasts available on any listening platform. Acast provides a marketplace, helping podcasters find the right audience to monetize their content. When our podcasters make money, we make money. Today, Acast hosts more than 88,000 podcasts, with more than 430 million listens every month. The company operates worldwide and is headquartered in Stockholm, Sweden. Acast is listed on the Nasdaq First North Premier Growth Market. Certified Adviser is FNCA Sweden AB, info@fnca.se, +46 (0) 8528 00 399.

Attachments

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