IQ DIGITAL PODCAST

iq digital

WE KNOW HOW TO PODCAST!

HIGHEST-REACH PORTFOLIO

iq digital offers **97 PODCASTS**
and dominates with
20 %
of reach in the
AGMA Top 20

GREATEST VARIETY OF TOPICS

iq digital offers
13 topics

INDIVIDUAL BOOKING OPTIONS

Fixed position placement: Episode or Roadblock
Volume booking: Channel, network or contextual targeting

PROFESSIONAL PRODUCTION

Consulting and production
individual tailored to your campaign goals

COMPREHENSIVE REPORTING

IAB certified

Exact key figures of the audio impressions user structure of the listeners

AGENDA

iq digital

01 OUR PORTFOLIO

OUR PORTFOLIO

Strong brands - Exciting topics - High relevance

AGMA-reach: **24 m**
downloads per month (july 2024)

OUR CHAMPIONS

Our podcast shows in the agma TOP 20

01 — **5.5 m** downloads

04 — **3.8 m** downloads

17 — **1.7 m** downloads

18 — **1.7 m** downloads

02

ADVERTISING EFFECT

PODCAST ADVERTISING WORKS

With the iq digital quality portfolio, you can reach an exclusive target group in a trustworthy environment.

Podcast advertising has a brand-activating effect on **66%** of listeners

74 % of listeners accept adverts in podcasts

Highly educated:
63 % have a high school diploma
53 % have a university or university of applied sciences degree
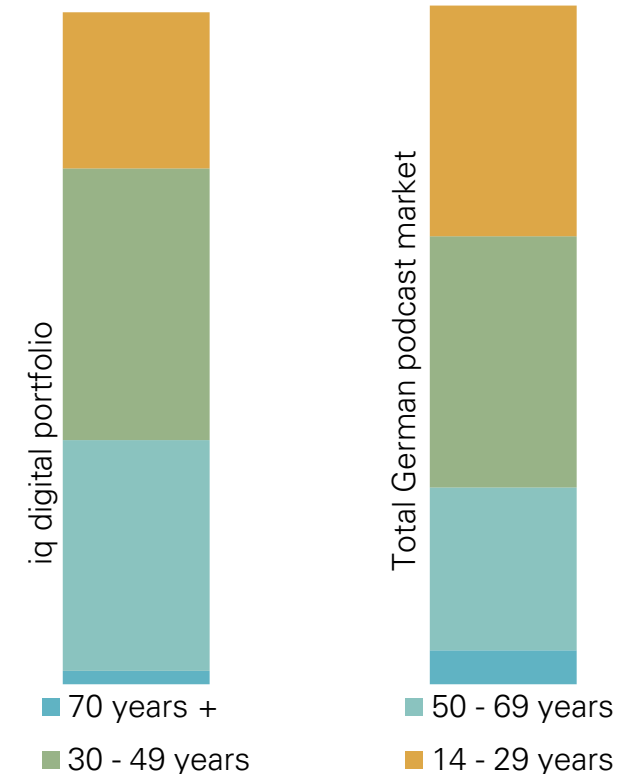
High-income & affluent:
69 % with a HHNE above € 3,500
29 % have an HHNE over € 5,000

Curious listeners:
For **82%**, the primary reason for using podcasts, apart from entertainment, is to gain information and knowledge.

Age distribution

iq digital portfolio

Total German podcast market

- 70 years +
- 50 - 69 years
- 30 - 49 years
- 14 - 29 years

THE OPTIMAL ADVERTISING SOLUTION

Acceptance and credibility - We rely on Presenter Reads

◆ Clear separation of journalistic content and advertising message for an authentic and trustworthy environment

◆ maximum flexibility and diverse use of your native audio ads

74 % find presenter Read ads reputable

71 % perceive Presenter Read Ads as credible

84 % find the sender of Presenter Read Ads easily recognisable

Podcast baseline study 2023 (n=1,002)
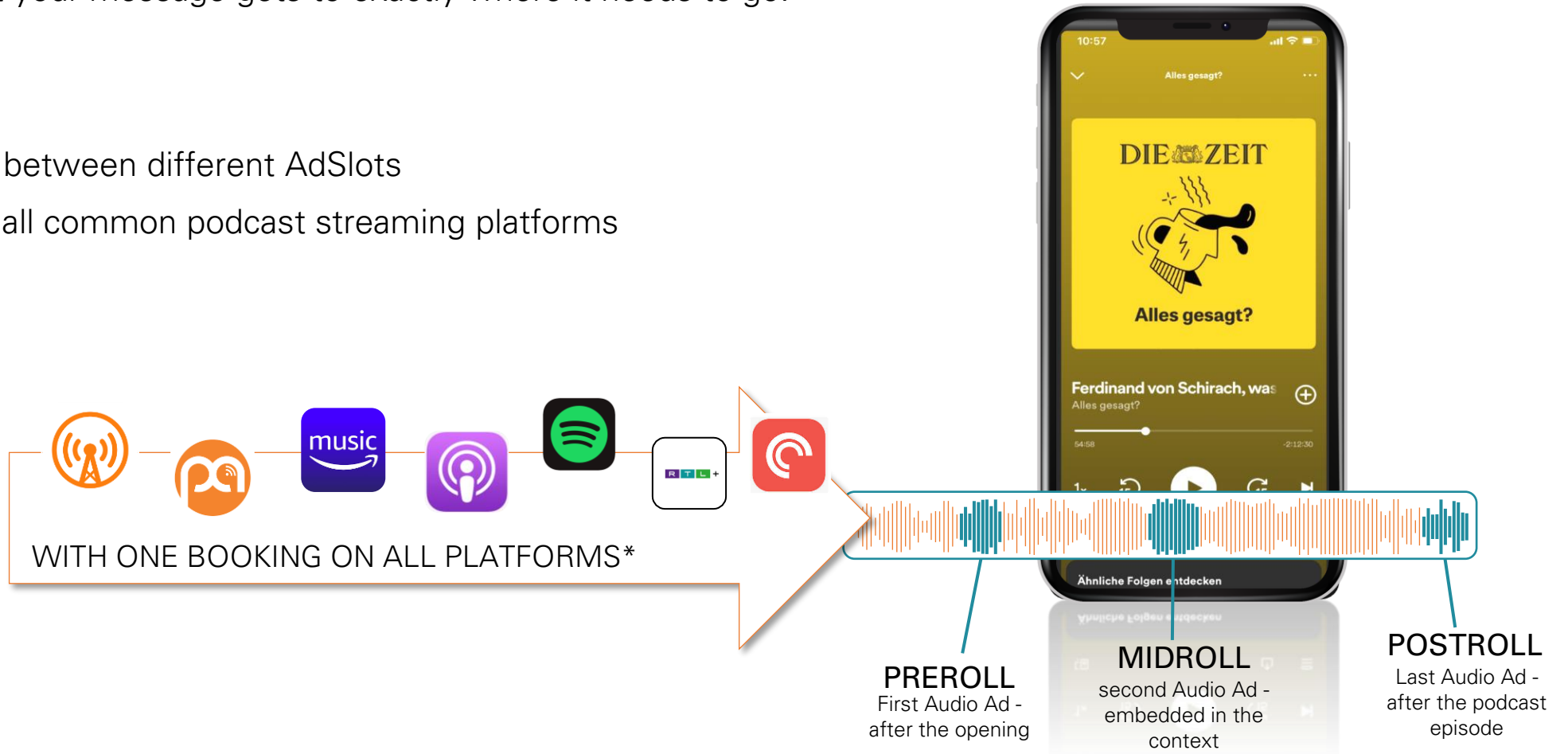
iq digital

03

PLACEMENT & ADVERTISING MEDIA

OUR DISTRIBUTION LOGIC

To make sure that your message gets to exactly where it needs to go.

◆ Flexible choice between different AdSlots

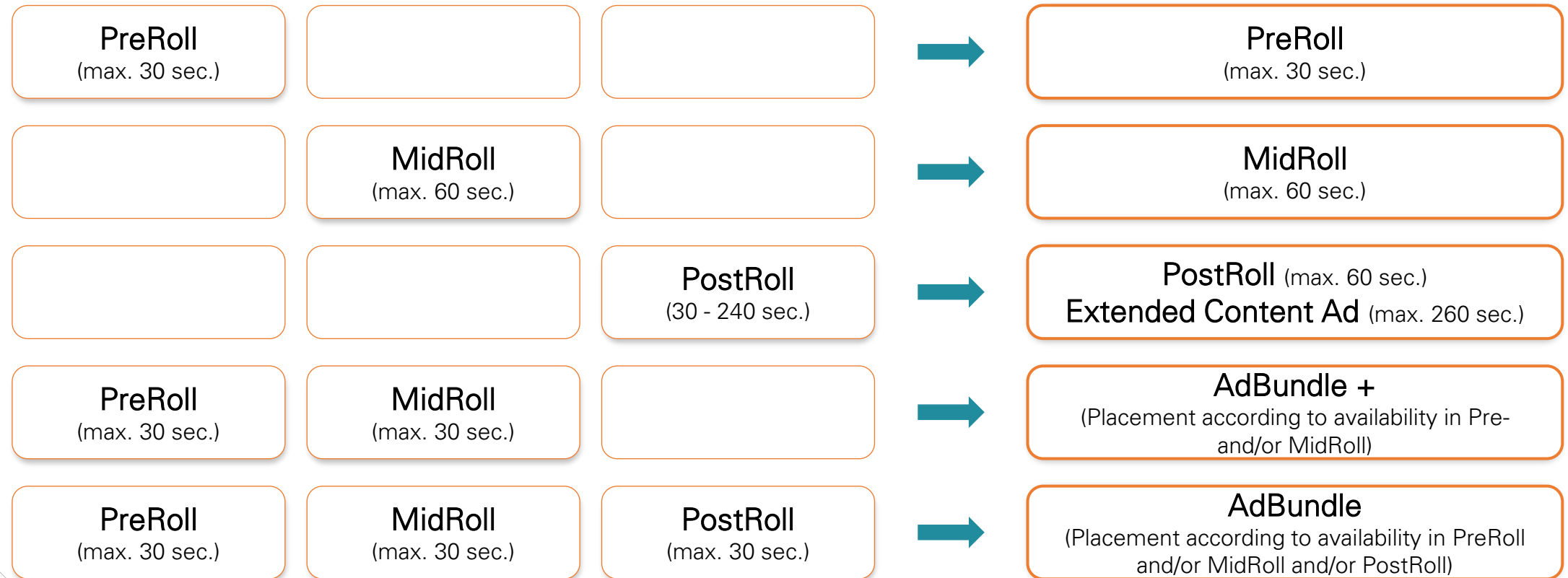◆ Distribution on all common podcast streaming platforms

iq digital

WITH ONE BOOKING ON ALL PLATFORMS*

PREROLL
First Audio Ad -
after the opening

MIDROLL
second Audio Ad -
embedded in the
context

POSTROLL
Last Audio Ad -
after the podcast
episode

YOUR PLACEMENT OPTIONS

Native Audio Ad as **volume booking**

PreRoll (max. 30 sec.)			→ **PreRoll** (max. 30 sec.)
	MidRoll (max. 60 sec.)		→ **MidRoll** (max. 60 sec.)
		PostRoll (30 - 240 sec.)	→ **PostRoll** (max. 60 sec.) **Extended Content Ad** (max. 260 sec.)
PreRoll (max. 30 sec.)	**MidRoll** (max. 30 sec.)		→ **AdBundle +** (Placement according to availability in Pre- and/or MidRoll)
PreRoll (max. 30 sec.)	**MidRoll** (max. 30 sec.)	**PostRoll** (max. 30 sec.)	→ **AdBundle** (Placement according to availability in PreRoll and/or MidRoll and/or PostRoll)

YOUR PLACEMENT OPTIONS

Native Audio Ad as **fixed placement**

PreRoll (max. 30 sec.)			→ **PreRoll fixed** (max. 30 sec.)
PreRoll (max. 30 sec.)		**PostRoll** (max. 60 sec.)	→ **Storytelling Audio Ad** (PreRoll and PostRoll in combination)
PreRoll (max. 30 sec.)		**PostRoll** (max. 240 sec.)	→ **Advertorial Audio Ad** (PreRoll and PostRoll in combination)
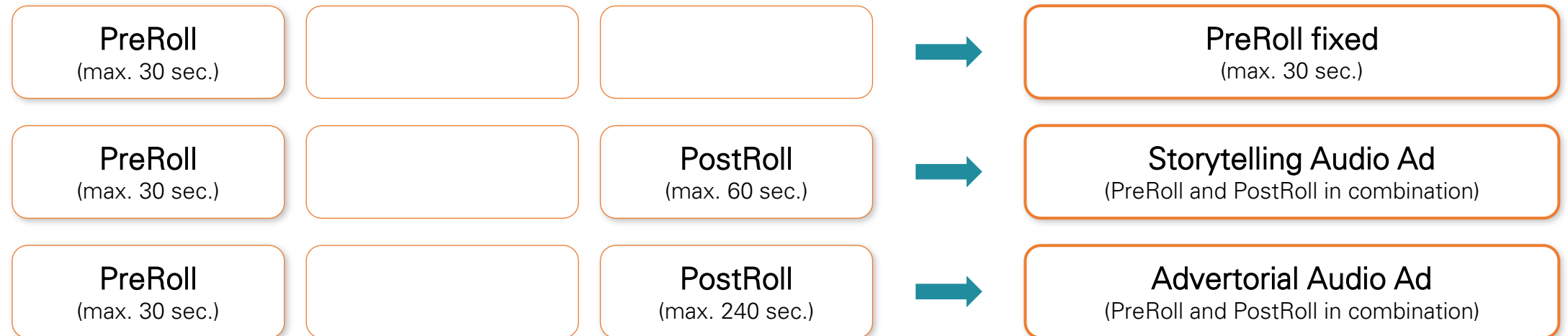
NATIVE AUDIO AD

Authentic Advertising

◆ Your advertising message is natively recorded by professional speakers and thus perfectly embedded in the podcast show

◆ Voice only: neither background noise, music nor jingles disturb the native listening experience

◆ Bookable as PreRoll (max. 30 sec.), MidRoll (max. 60 sec.) or PostRoll (max. 60 sec.)

Click on the audio button to listen to the audio sample

NATIVE 3D-AUDIO AD

Dive into a new advertising dimension with us

◆ Your advertising message, recorded by professional speakers, is enriched by native background sounds and thus becomes a 360-degree audio experience

◆ The native 3D audio ad becomes a unique and intense sound and listening experience

◆ Bookable as PreRoll (max. 30 sec.), MidRoll (max. 30 sec.) or PostRoll (max. 60 sec.)

Click on the audio button to listen to the audio sample

Tip: Listen to the audio spot with headphones to capture 3D audio.

NATIVE DIALOGUE AUDIO AD

Authentic and close - your message in conversation

◆ Two selected speakers in natural dialog convey their advertising message as part of a personal conversation

◆ Voice only: neither background noise, music or jingles disturb the personal dialog and preserve the native character

◆ Bookable as PreRoll (max. 30 sec.), MidRoll (max. 30 sec.) or PostRoll (max. 60 sec.)

Click on the audio button to listen to the audio sample

NATIVE EXTENDED CONTENT AUDIO AD

A big stage for your story

◆ Individual Content Deep Dive

◆ Your advertising message as a short interview, audio sample or extended native audio ad

◆ Bookable as PostRoll (max. 240 sec.)

◆ Introduced with "An advert follows…"

Click on the audio button to listen to the audio sample

NATIVE STORYTELLING/ ADVERTORIAL AD

Telling stories from beginning to end

◆ Tell your story over the entire duration of the podcast

◆ Opener in PreRoll (max. 30 sec.) and second spot in PostRoll (max. 260 sec.)

◆ Advertorial Ad PostRoll is introduced with "An advertising post follows..."
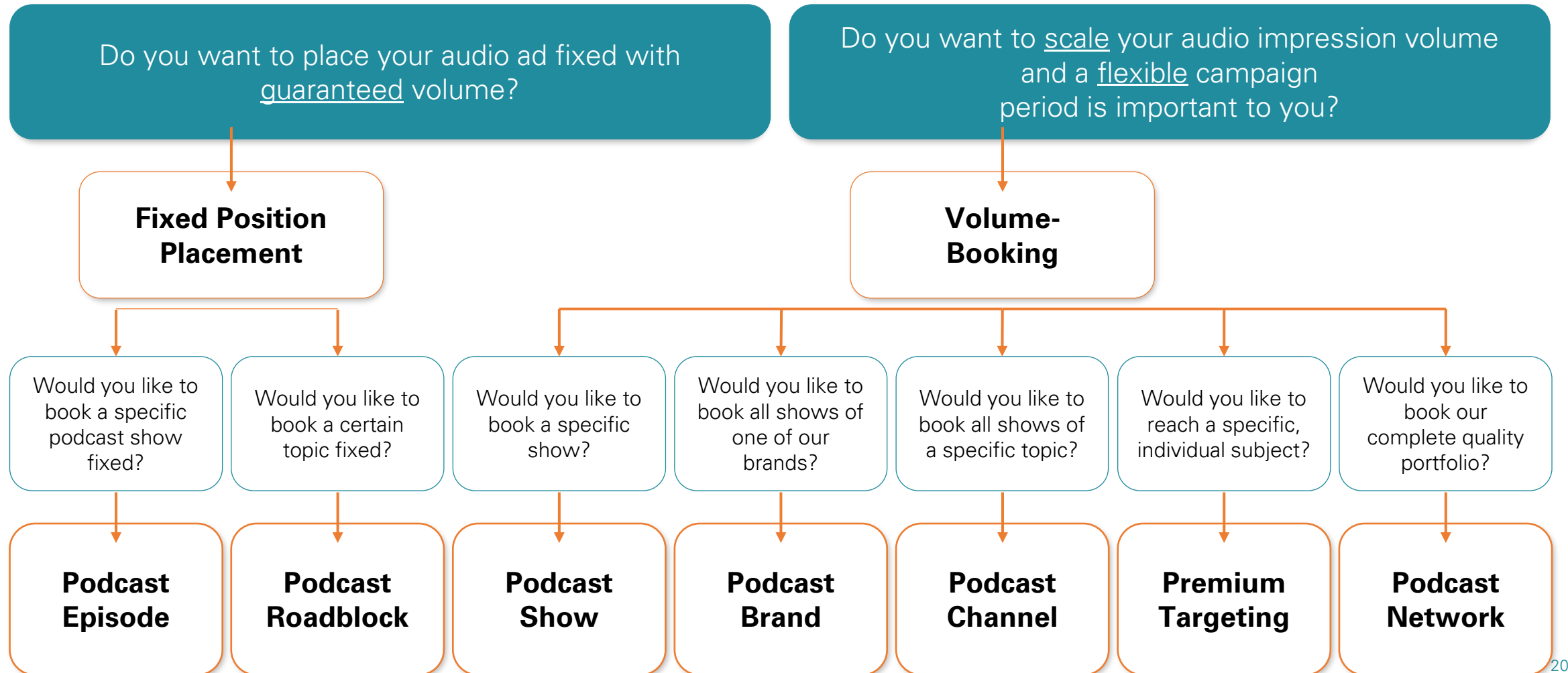
Click on the audio button to listen to the audio sample
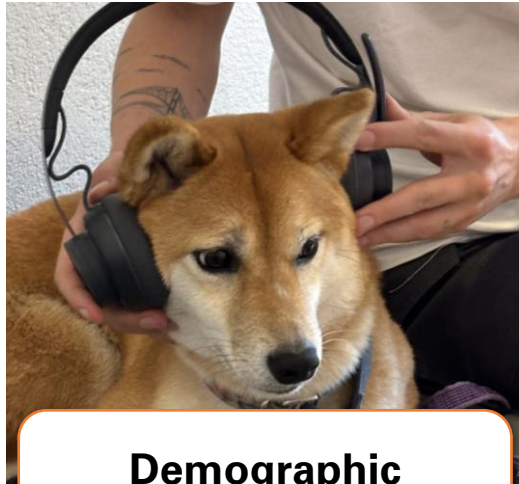
iq digital

04

INDIVIDUAL BOOKING OPTIONS

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes
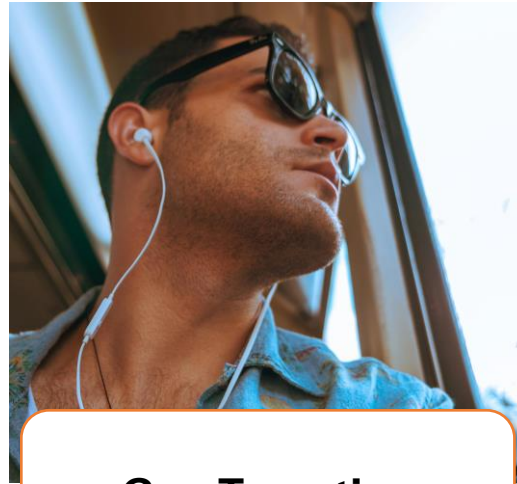
Do you want to place your audio ad fixed with <u>guaranteed</u> volume?

Do you want to <u>scale</u> your audio impression volume and a <u>flexible</u> campaign period is important to you?

Fixed Position Placement

Volume-Booking

Would you like to book a specific podcast show fixed?

Would you like to book a certain topic fixed?

Would you like to book a specific show?

Would you like to book all shows of one of our brands?

Would you like to book all shows of a specific topic?

Would you like to reach a specific, individual subject?

Would you like to book our complete quality portfolio?

Podcast Episode

Podcast Roadblock

Podcast Show

Podcast Brand

Podcast Channel

Premium Targeting

Podcast Network

YOUR INDIVIDUAL TARGETING

What we can do

Who is your target group?	Where is your target group?	What content does your target audience engage with?	What topics is your target group interested in?
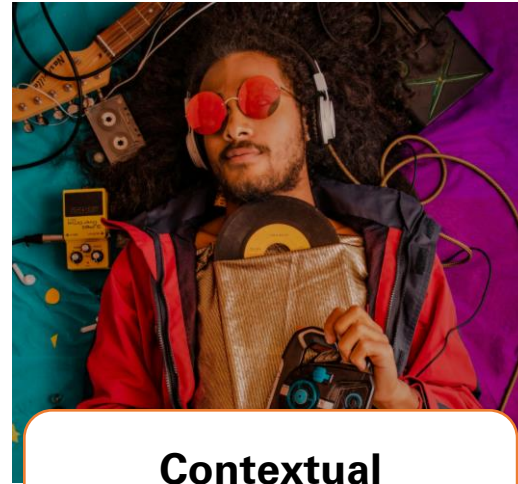
Demographic Targeting

Geo-Targeting

Contextual Targeting

Predictive Audiences Targeting

* Demographic and Geo-Targeting = Basic Targeting | Contextual and Predictive Audiences Targeting = Premium Targeting

TARGETING FUNCTIONALITY

We offer customised targeting solutions for the ideal target group fit

DEMOGRAPHIC TARGETING

◆ Data aggregation through our AdServer

◆ Combination of 1st and 3rd party data

◆ Additional data enrichment through SONAR for targeted playout

CONTEXTUAL TARGETING

◆ Transcribing the episodes using speech-to-text technology

◆ Screening of content according to context (keywords and subject areas) and corresponding tagging in the AdServer

◆ Playout in the selected segment

PREDICTIVE AUDIENCE TARGETING

◆ First industry-wide cookie-free targeting function

◆ Cooperation between our AdServer and Comscore (source for target group data)

◆ Playing out the interest clusters formed in correspondingly affine podcast environments

BASIC TARGETING

Reach your target group
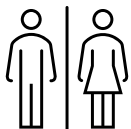
Demographic targeting

18-24 years	21-24 years	25-34 years
35-44 years	45-54 years	55-64 years
65+ years		

Male	Female

Geo-targeting

Land
State

* Targeting on the whole of Germany is - if desired - included with every booking, FC possible depending on availability

CONTEXTUAL TARGETING

Reach your target group in the right environment

Targeting segments
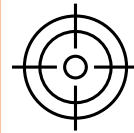
Automobile	Business decision-makers	E-Mobility	Energy & Resources	Food & Drink
Finance	HealthCare	Education	IT	Fashion & Luxus
Sustain-ability	Journey	Sport	Science & Technology	Economy
Music	Event	Logistics & Transport	Film & Cinema	

*Targeting to the whole of Germany is - if desired - included with every booking

PREDICTIVE AUDIENCE TARGETING

Reach your target group in their favourite environment

Targeting segments

Interested in new cars	Investor & Shareholders	Health & Fitness Fans
Food Lovers	Streaming Junkies	Electronic Fans
DIY enthusiast	Beauty Queen/King	Gamer

*Targeting to the whole of Germany is - if desired - included with every booking
** Individual segments possible on request, depending on availability

05 REPORTING & PRODUCTION

iq digital

HIGHEST MEASUREMENT STANDARDS FOR YOUR CAMPAIGN

Standardised performance values for transparent campaigns and reporting

◆ Comprehensive standard for podcast-specific performance indicators

◆ Standardised definition of reach measurement (downloads) across different marketers

◆ Reliable measurement and reporting of audio impressions within your campaign
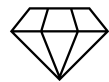
◇ Transparent measurements and reliable data

IAB 2.1 STANDARD

CLICK HERE TO DOWNLOAD

PODCAST REPORTING

We want to offer you the best possible insights. That's why you receive a weekly update every Monday after the start of the campaign, as well as detailed reporting at the end of the campaign.
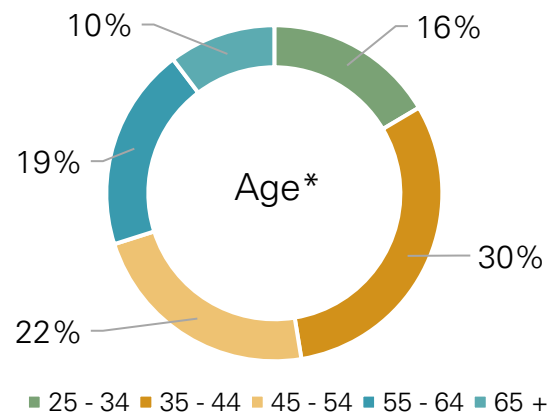

BASIC

AUDIO IMPRESSIONS
(on a daily basis)

PLUS
(from 25.000 €)

AUDIO IMPRESSIONS

UNIQUE USER

TAILORMADE/ DASHBOARD
(from 75.000 €)

AUDIO IMPRESSIONS

UNIQUE USER

Age Break
Gender Break
Plattform Break
Device Break

Geo Break:
Country
Region
City

10%   16%

19%

Age*

22%   30%

■ 25 - 34 ■ 35 - 44 ■ 45 - 54 ■ 55 - 64 ■ 65 +

42%

Gender*

58%

■ männlich   ■ weiblich
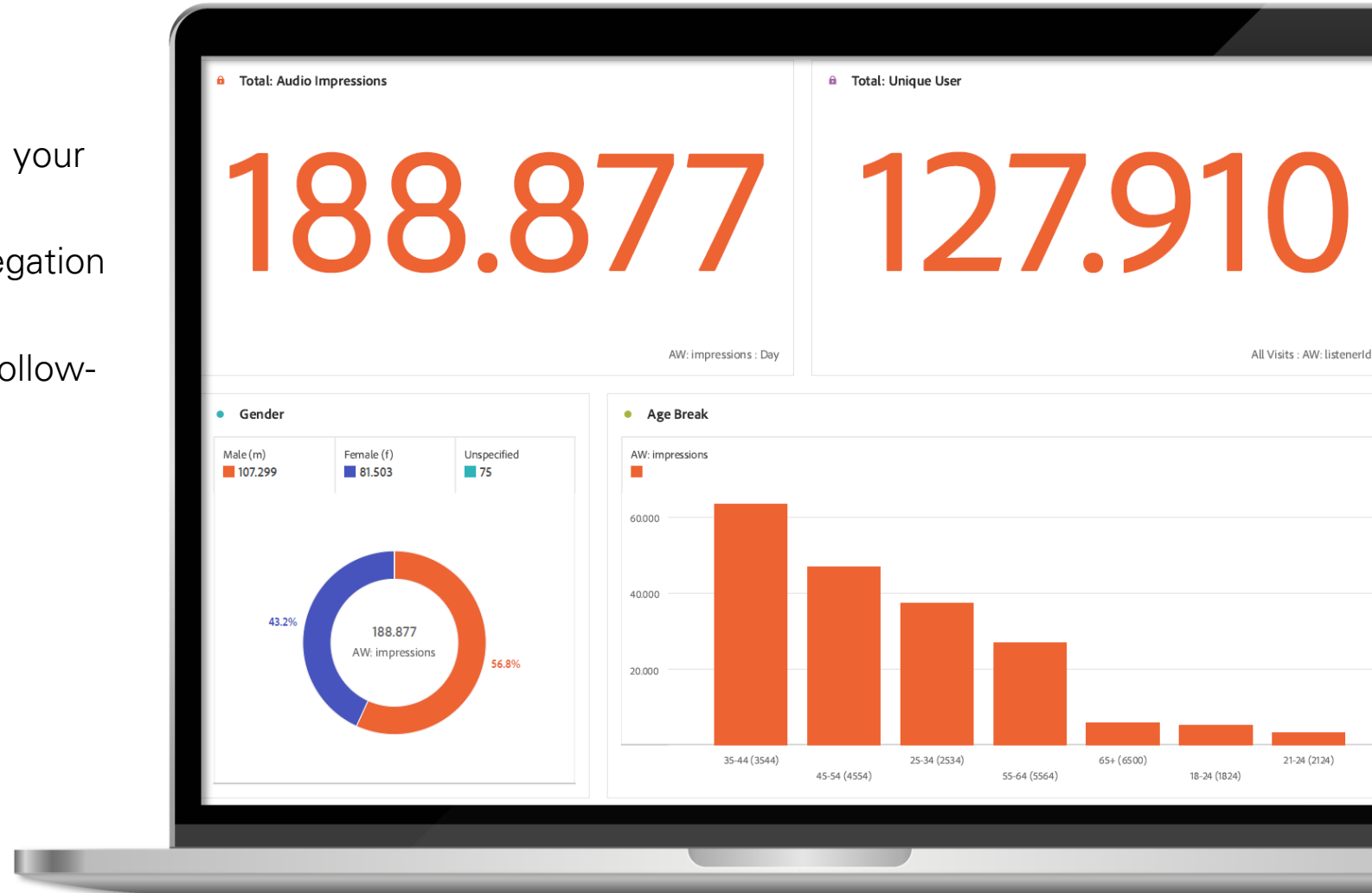
Additionally bookable for 1,000€ net

Additionally bookable for 2,500€ net

*Reporting mock-up

28

PODCAST REPORTING DASHBOARD

All data at a single glance. Almost in real time.

◆ Dynamic visualization of key insights from your podcast campaign

◆ Added customer value through data aggregation and analysis

◆ Sustainable insights and added value for follow-up campaigns

PODCAST BRAND LIFT STUDY

We make your brand's uplift measurable.

The questionnaire takes the following parameters into account:

Campaign assessment

Campaign perception

Brand awareness

Brand image incl. brand sympathy

Activation questions

Placement of the advert

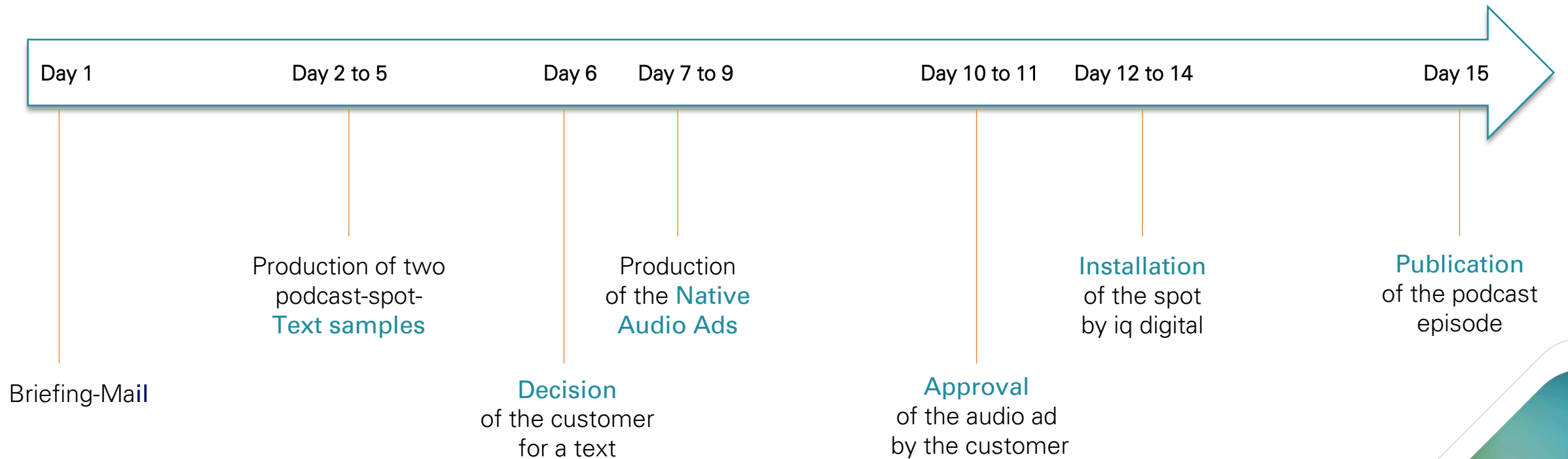Recognition spot by integrating the audio file into the questionnaire

Socio-demographics (gender, age, occupation, level of education, HHNE)

Survey conducted via an online panel (n=400)

PRODUCTION NATIVE AUDIO AD

Procedure and timings

Day 1   Day 2 to 5   Day 6   Day 7 to 9   Day 10 to 11   Day 12 to 14   Day 15

Production of two
podcast-spot-
Text samples

Production
of the Native
Audio Ads

Installation
of the spot
by iq digital

Publication
of the podcast
episode

Briefing-Mail

Decision
of the customer
for a text

Approval
of the audio ad
by the customer

* all other Native Audio Ads (3D, Dialogue, Storytelling, Advertorial and Extended Content) have lead times of at least 4 weeks

AUDIO SAMPLES OF THE SPEAKERS

We give your messages the right voice.

Speaker list
for general audio ads

Listen to the audio examples and choose the voice that best suits your campaign and your brand.

We will be happy to advise you. Just get in touch with us.

SPEAKER FILE

Speaker list for
Native-Dialogue-Ads

To produce special conversions such as Native-Dialogue-Ads, chosen speakers must record in the same studio. This is how we achieve the best sound result.

This is why we recommend a combination of two speakers of the same studio.

SPEAKER FILE

SHOW NOTES INTEGRATION

With our shownotes your campaign goes even further.

◆ Provide further information for interested listeners

◆ Click-out to the customer website

◆ Increased visibility

TITLE/ HEADLINE

GRAPHIC

TARGET-URL

TEXT
MAX. 250 CHARACTERS
(spaces included)