



IQ DIGITAL PODCAST

iq digital

WE KNOW HOW TO PODCAST!

HIGHEST-REACH PORTFOLIO

iq digital offers more than **95**
PODCASTS
and dominates with
25 %
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

Subline in 1-2 Zeilen

01	Portfolio
02	Advertising Effect
03	Placement & Advertising Media
04	Individual Booking Options
05	Reporting & Production



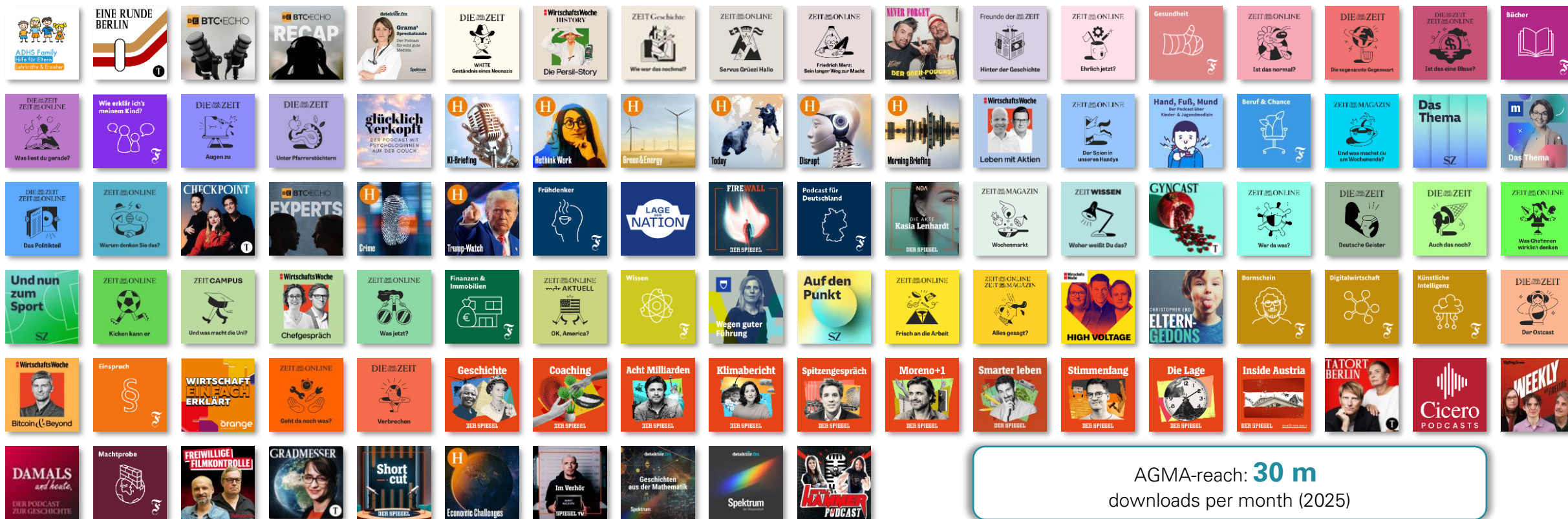


01

OUR PORTFOLIO

OUR PORTFOLIO

Strong brands - Exciting topics - High relevance



Frankfurter Allgemeine
Süddeutsche Zeitung

Handelsblatt
RollingStone

Harvard Business manager
WirtschaftsWoche

manager magazin
ZEIT ONLINE

TAGESSPIEGEL

BTC ECHO

Cicero

DER SPIEGEL
Spektrum.de

AGMA-reach: 30 m
downloads per month (2025)

OUR CHAMPIONS

Our podcast shows in the agma in 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:



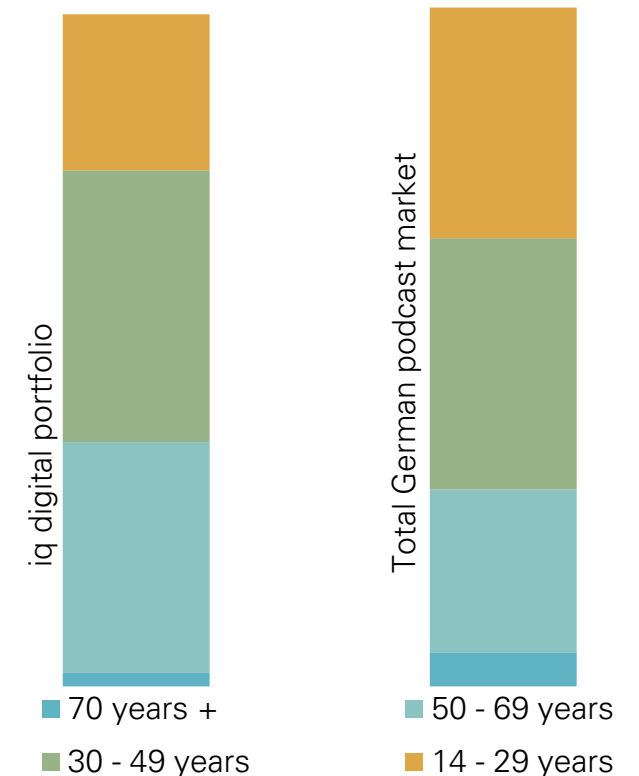
69 % with a HHNE above € 3,500
29 % have an HHNE over € 5,000

Curious listeners:



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

Age distribution



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

03

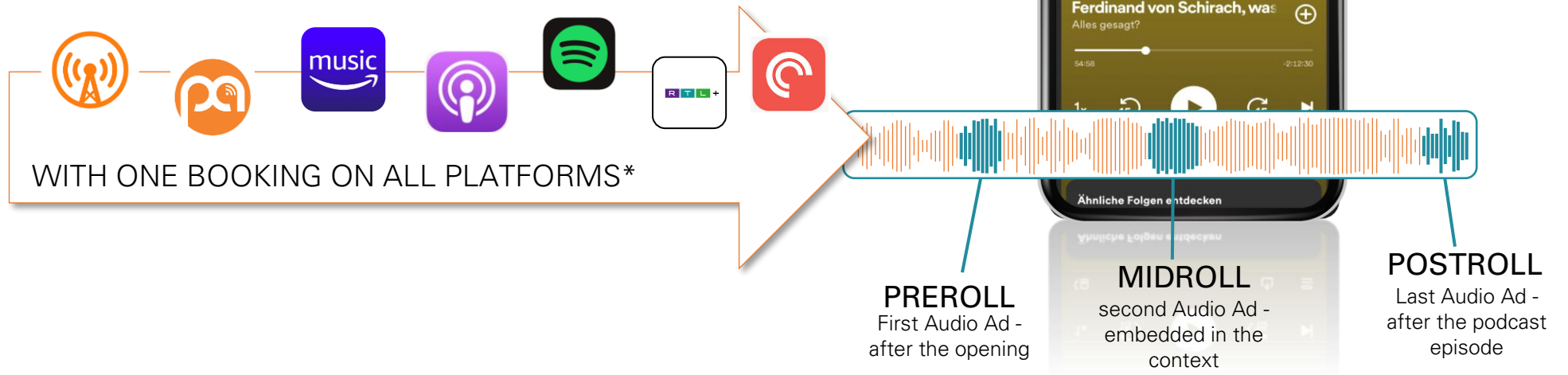
PLACEMENT & ADVERTISING MEDIA

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

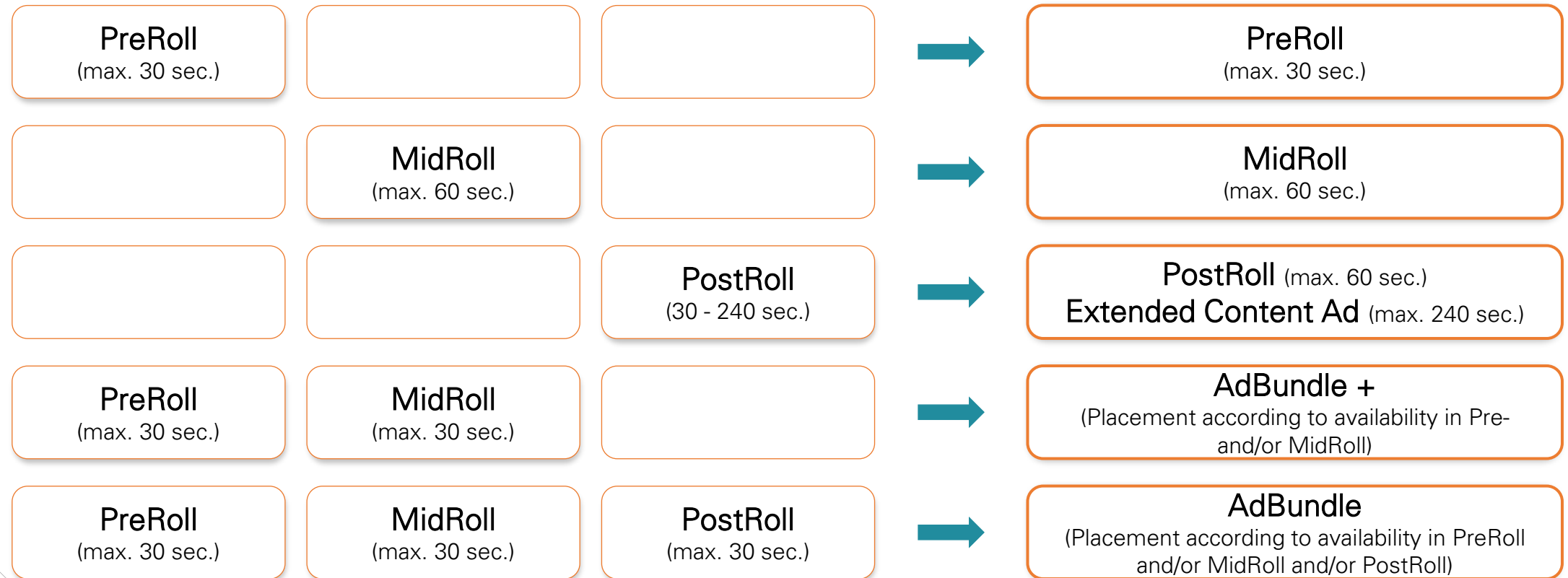
iq digital



*Sample selection of the most frequently used podcast streaming platforms

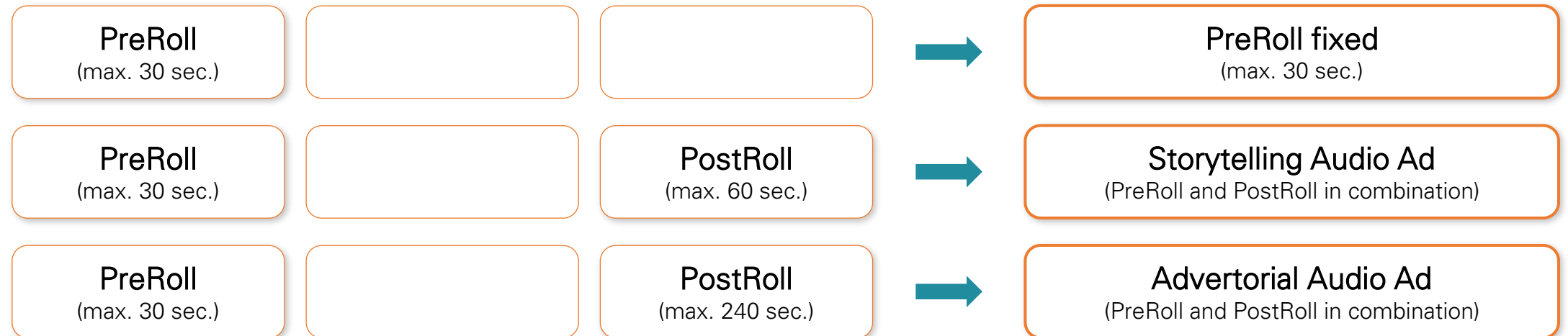
YOUR PLACEMENT OPTIONS

Native Audio Ad as volume booking



YOUR PLACEMENT OPTIONS

Native Audio Ad as fixed placement



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. 60 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. 60 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. 240 sec.)
- ◆ Advertorial Ad PostRoll is introduced with "An advertising post follows..."



Click on the audio button to listen to the audio sample



AI NATIVE AUDIO AD

Short lead times and simple realisation for maximum flexibility.

- ◆ Professional spot text by our editorial team, including 2 text samples
- ◆ Creation of the native audio spot (30 seconds), using AI, according to our technical specifications
- ◆ Delivery of 2 spot versions, incl. 2 correction loops
- ◆ Finished audio spot in just 10 days



Click on the audio button to listen to the audio sample

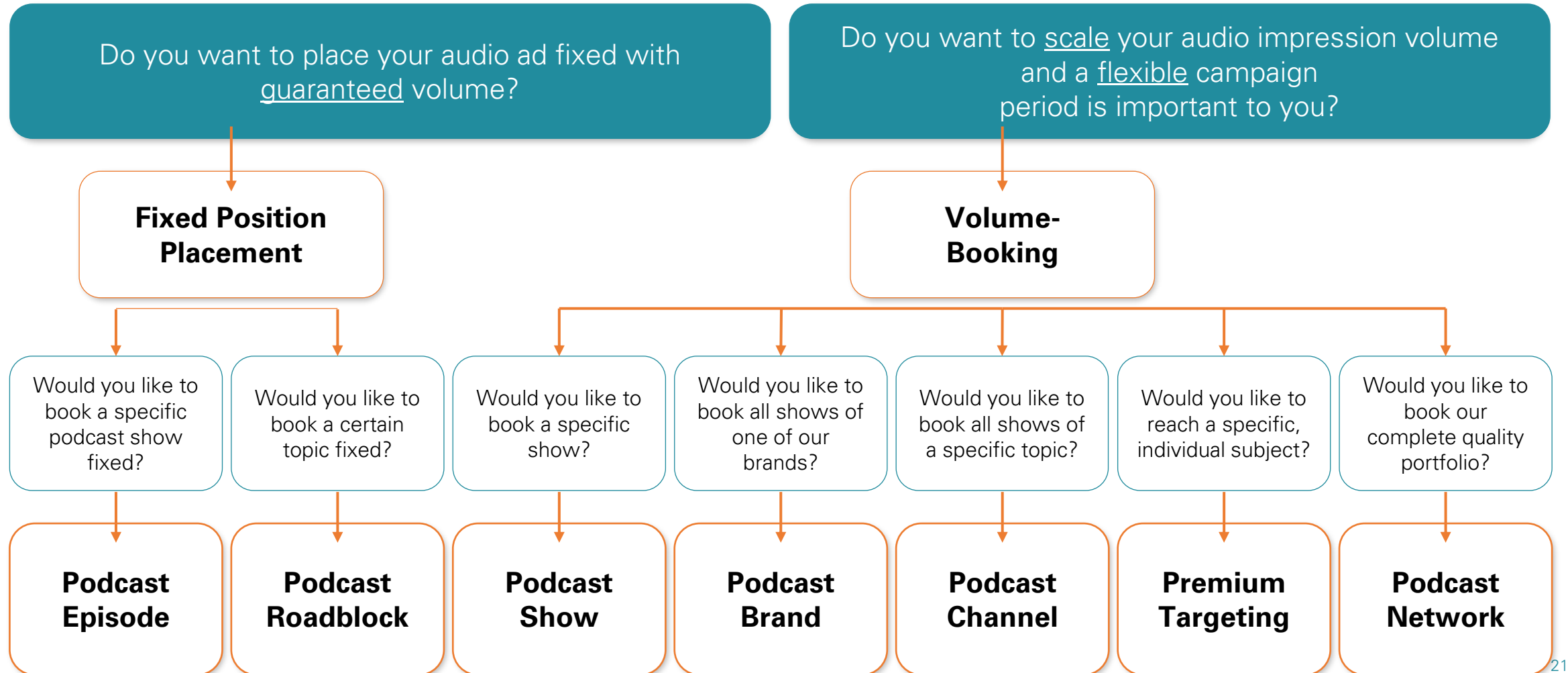


04

INDIVIDUAL BOOKING OPTIONS

YOUR BOOKING OPTIONS

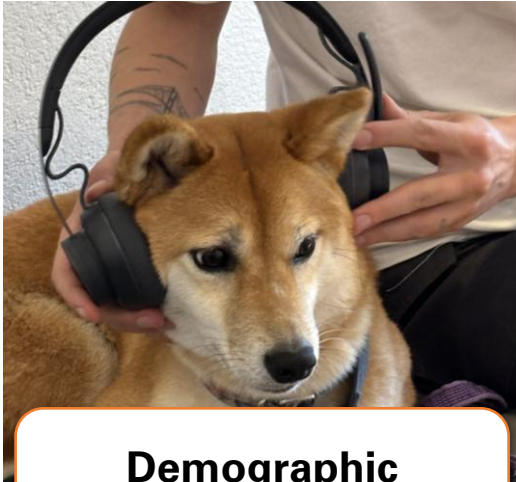
Exactly the right offer according to your wishes



YOUR INDIVIDUAL TARGETING

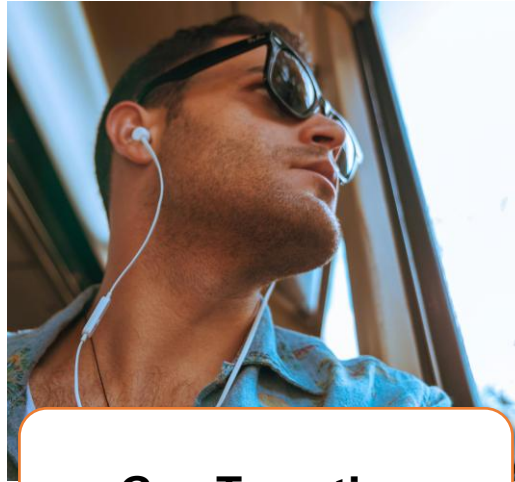
What we can do

Who is your target group?



Demographic Targeting

Where is your target group?



Geo-Targeting

What content does your target audience engage with?



Contextual Targeting

What topics is your target group interested in?



Predictive Audiences 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 payout



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
- ◆ Payout 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

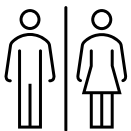
25-34
years

35-44
years

45-54
years

55-64
years

65+
years



Male

Female

Geo-targeting



Land

State

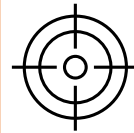
Frequency
Capping

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
Sustainability	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

Household
income

Life phases

Consumer
behaviour

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

** Individual segments possible on request, depending on availability

05

REPORTING & PRODUCTION

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



iab.europa

INNOVATION MADE OF TRANSPARENCY

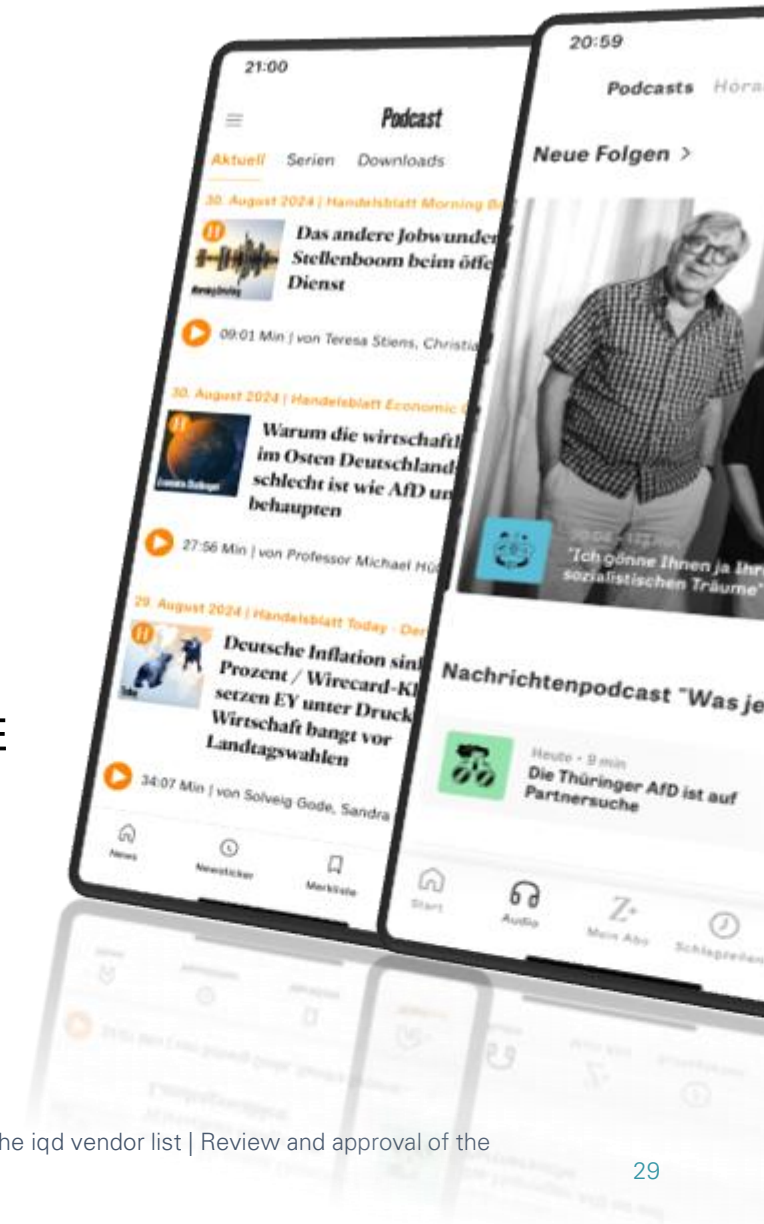
Use of tracking pixels by advertisers so that we can keep getting better together

- ◆ Collection of listener data during the campaign and valuable insights for follow-up campaigns
- ◆ Tracking of selected data points.

AUDIO IMPRESSIONS +
EPISODE INFORMATION

GEO-TRACKING AT
CITY LEVEL

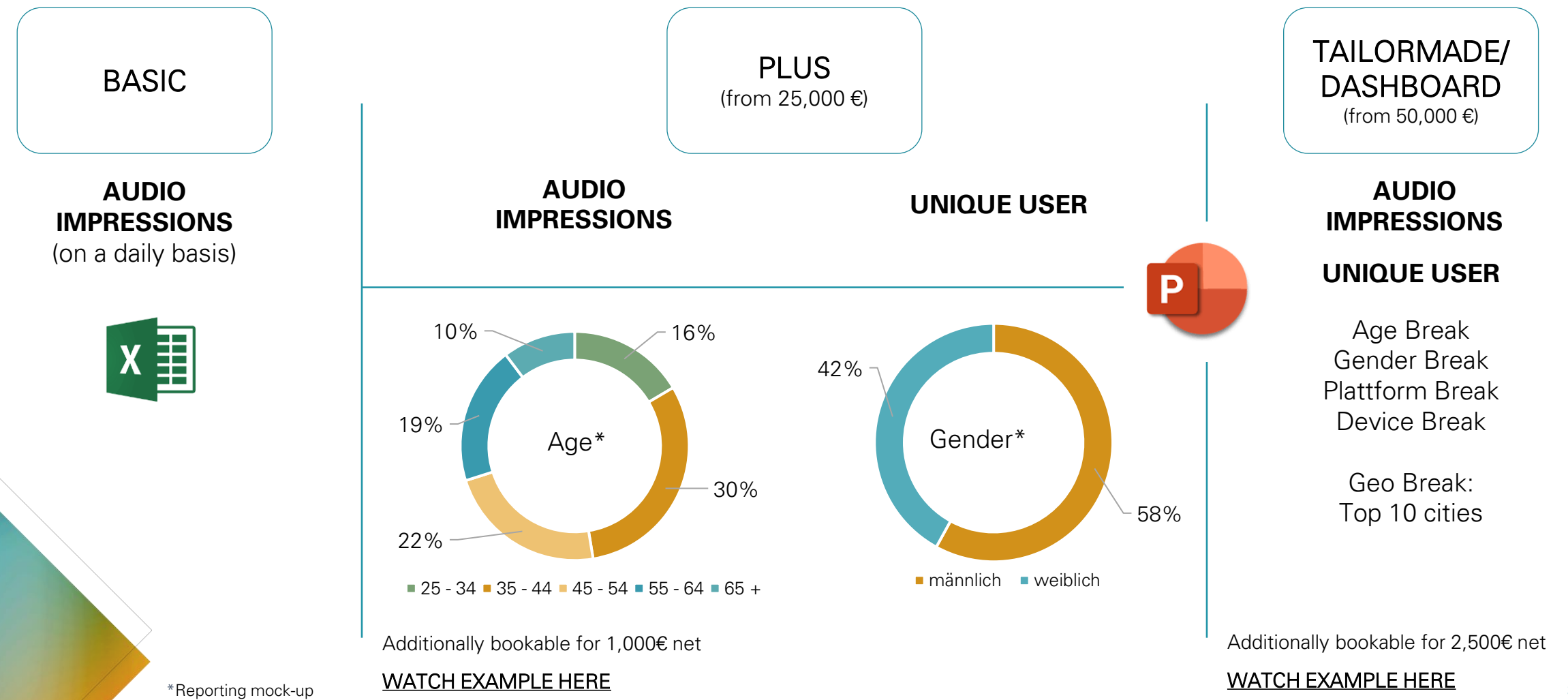
DEVICETYPE



* Exclusive use of tracking pixels from IAB TCF-certified tracking service providers | Only tracking service providers on the iqd vendor list | Review and approval of the tracking URL by iq digital

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.



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

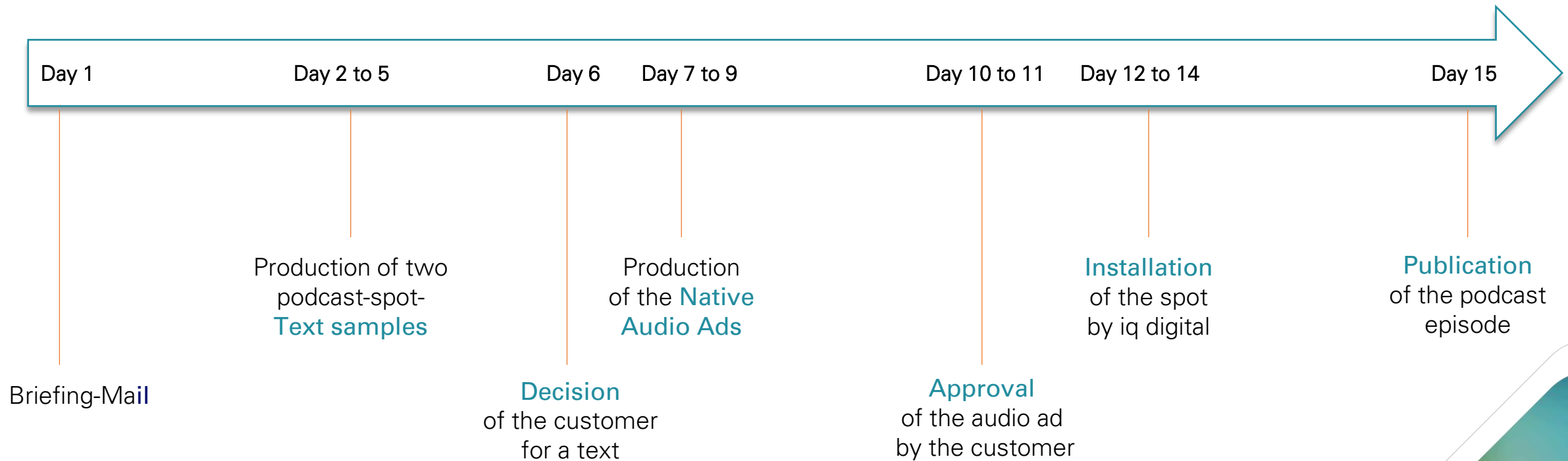
Socio-demographics (gender, age, occupation, level of education, HHNE)

Survey conducted via an online panel (n=400)



PRODUCTION NATIVE AUDIO AD

Procedure and timings



* 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)

