

AdsWizz Powering PodcastOne Monetization Solution Across Its Global Podcast Inventory



THE SITUATION

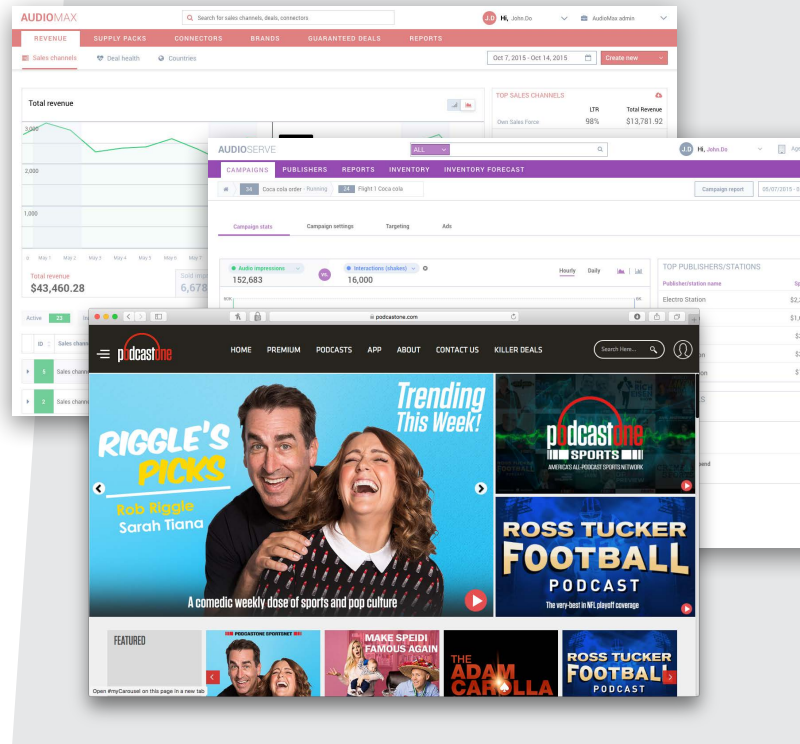
PodcastOne is **the largest advertiser-supported, on-demand digital audio network** in the US, producing more than 350 hours of original programming weekly. Advertising on the network has proven effective across product categories in several brand lift studies, conducted in partnership with Edison Research. PodcastOne was looking for a partner and technology platform that could improve their digital ad insertion opportunities for advertisers, and most-efficiently monetize their inventory.

THE SOLUTION

In 2017, **PodcastOne selected AdsWizz** for its end-to-end digital audio advertising solution, and is using **AdsWizz Ad Insertion Suite (AIS)** and **AdsWizz Audio Ad Server (AudioServe)** to dynamically insert targeted, relevant ads within podcasts. The AdsWizz solution enables sophisticated targeting, campaign management and tracking on both downloaded and streamed podcasts. As a result, advertisers

“We provide advertisers with the latest technology and choices to not only measure audience, but be at the leading edge of emerging technology. AdsWizz has been a leader and provider of reliable advertiser solutions for years, and is constantly developing new ways to maintain their leadership position. We’re a perfect fit.”

Norman Patitz
 Founder and Executive Chairman, PodcastOne



have the unique ability to do one-to-one targeting based on demographics, location, weather, device, format, genre, or day parting – all with 100% addressability. **AdsWizz audio-centric SSP AudioMax**, facilitates the holistic optimization of PodcastOne’s yield and taps into digital audio programmatic buying. **PodWave** – the largest global marketplace for podcast audio inventory – increases monetization of inventory at scale, and efficiently monetizes any unsold inventory.

In addition, the AdsWizz solution is CDN and CMS agnostic, meaning PodcastOne did not have to switch their CDN (Content Distribution Network) provider. This simplified migration and preserved their investment.

THE RESULTS

Nearly a year after PodcastOne partnered with Adswizz for its dynamic ad insertion and programmatic buying, the network is **generating new revenue** via programmatic with AudioMax and PodWave, in addition to their direct sales. With **diversified revenue streams** and **access to Adswizz technology**, PodcastOne is extremely **well-positioned for continued growth** as the podcast industry continues to explode.