![LeadsRx logo](Leads Rx)
Impartial Multi-Touch Attribution

TAKE A MULTI-TOUCH ATTRIBUTION APPROACH TO TRACK YOUR PODCAST ADVERTISING

Analyzing the success or failure of advertisements within a podcast stream can be a challenge, especially with point solutions that isolate this medium without consideration for other advertising channels involved. The LeadsRx approach differentiates itself by providing an off-the-shelf omni-channel solution for evaluating the performance of podcast advertising in conjunction with all other marketing channels – digital ads, broadcast commercials, and even direct mail.

By looking holistically at all channels together, including your podcast ads, you get an impartial view of the customer journey and insights into how well your podcast ads are performing in a true multi-touch attribution environment.

AN OMNI-CHANNEL SOLUTION
All marketing channels, including podcast ads, are measured without bias to optimize performance.

HOW DOES LEADSRX MULTI-TOUCH ATTRIBUTION WORK?

By utilizing our enterprise-level multi-touch attribution solution, marketers can quickly identify which advertising channels are the most effective in converting customers. LeadsRx goes beyond just analyzing podcast downloads or web lift – those are important, and part of the equation – but we show you exactly which ads, which episodes, which shows, and what content are best at driving bottom-funnel conversions.

More importantly, we don't just simply focus on your podcast advertising.
• How are your podcast ads contributing to your overall marketing efforts?
• How are other channels influencing the effectiveness of your podcast ads, such as driving traffic to episodes containing your ads?
• How are all channels working together to drive top-line growth by creating conversions?
Impartial multi-touch attribution answers all of these questions and more.

Our proprietary Universal Conversion Tracking Pixel™ identifies the entire customer journey for both online and offline events. Touchpoints are captured when prospects visit web pages, participate in marketing campaigns, view impressions of ads, hear radio and podcast ads, view TV ads, and generally move through the sales funnel.

From the moment our pixel has been installed on your website, the LeadsRx platform immediately begins collecting data on all of your **inbound digital** marketing programs. **And with our Open API architecture, we can also track offline conversions from podcast CTAs such as phone calls and SMS conversions.**

The pixel automatically learns about these touchpoints and gives each the right amount of credit. Customer journeys are available on an individual basis and in aggregate for fast reporting and attribution insights.

UNIVERSAL CONVERSION TRACKING PIXEL™
Our proprietary pixel captures first-party data from all campaign touchpoints, including podcasts.

PODCAST ATTRIBUTION IS AN EXTENSION OF LEADSRX MULTI-TOUCH ATTRIBUTION

How do we "connect the dots" between a podcast ad that leads to an in-store or online visit that ends up as a conversion?

Technically there is a lot more to it, but these steps break down how LeadsRx brings podcast advertising into the multi-touch attribution landscape. Our podcast attribution capabilities are an extension to our omni-channel attribution solution.

1 **When an individual downloads or streams a podcast episode,** LeadsRx receives information from the podcast server that anonymously identifies the individual.
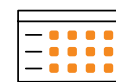
2 **Depending on how and where the podcast is consumed,** identifiers may include an IP address, timestamp, episode ID, ad ID and/or an advertising ID from the individual's mobile device, known as "Mobile Advertising IDs."

3 **LeadsRx stores this information** and compares it against our proprietary identity graph, which contains more than 1.5 billion identities.

4 **Our podcast capabilities** traverse the entire LeadsRx features in terms of conversion tracking.

5 **Optimization insights** are made available in real-time allowing for in-flight marketing changes to podcast ad campaigns leveraging digital ad insertion (DAI).

It is important to note that our technology covers any podcast provider that supports RSS feeds – including the industry's two largest, Spotify and Apple. Specifically, the LeadsRx Universal Conversion Tracking Pixel™ works with all online and offline marketing channels, including all standard podcast servers supporting prefix URL or 1x1 pixel technology and allows tracking "bursts" to popular tools from Podtrac, Chartable, Podsights, and more.

Podcast advertising is incorporated into the attribution data and insights from all marketing channels to provide a complete view of the overall customer journey. See how podcast ads contribute to that journey. Specifically within the podcast realm, we'll measure podcast impressions and visits to advertiser websites; long-lead conversions influenced by podcast ads; website lift due to ad exposure; segmentation on dimensions such as creative, ad position, show, duration; and segmented ROI analysis.

Through insights from multi-touch attribution, you will know which of your advertising campaigns – podcast ads included – are working and, more importantly, which are not. Armed with this unbiased attribution data, you can optimize your campaigns for return on ad spend – a critical KPI every advertiser needs to be focused on.

MULTI-TOUCH PODCAST ATTRIBUTION

Move from measuring the cost of podcast ads to the financial return on those ads

WEB-LIFT, DOWNLOADS AND STREAMING DATA

Web-lift attribution works great for optimizing the dimensions of your podcast campaigns.

Day part, day of week, channel, creative, geographic market, offers and many other elememts — all related directly to the podcast channel — can be improved with web-lift attribution.

This is great if you want to compare channel vs. channel, spot vs. spot, creative vs. creative, ad timing vs. ad timing within the podcast radio spectrum. However, this level of attribution cannot tell you how to optimize your campaign in a multi-touch, omni-channel environment to see how podcasting compares to and works with other marketing channels.

Podcast was downloaded or an ad was dynamically inserted

Web Visit

SALES-LIFT ATTRIBUTION

THE PODCAST

THE CUSTOMER JOURNEY

THE SALE

Podcast Ad -$0.70
Web Visit
Facebook -$1.20
Web Visit
Google -$1.70
Web Visit
Podcast -$1.80
Web Visit
Sale +$500

Sales-lift attribution covers all the great things about web-lift based attribution for podcasts — like the ability to optimize across all of the same dimensions (channel, creative, etc.).

Sales-lift attribution also includes all other marketing channels in the attribution analysis.

Without bias, podcasts can be optimized in conjunction with all of the other marketing campaigns.

Full credit can be given to podcasts — by identifying how the channel drives direct, SEM and social media traffic.

Conversions are tracked and revenue events considered when evaluating campaign effectiveness.

A true ROAS analysis can be performed, with the costs off all marketing touchpoints being included with conversions – podcasts among them.

THE COST OF PODCAST ADVERTISING

THE FINANCIAL RETURN ON PODCAST ADVERTISING

Leads
Impartial Multi-Touch Attribution