

STRATEGIC APPROACH

- What are the brand goals?** (e.g., launch new product, increase brand consideration, generate sales)
- What is the budget?** (e.g., media cost, ad tech cost, data cost)
- Who is the target audience?**
- What is the proper Share of Voice for the campaign and mix of shows?**
 - What is the expected number of average daily, weekly, & monthly downloads & unique listeners? How many ad units per episode?
 - What frequency is required to achieve the desired reach? What should the frequency cap be?
 - What attribution partners can be used to determine the best spend ratios?
 - Are measurement partners IAB certified? ([Click here](#) to download IAB Digital Audio Measurement Guide, including certified companies)
- What are the key performance indicators (KPIs) for success?** (Specify whether upper funnel brand awareness oriented metrics or lower funnel conversion metrics - e.g., brand lift, # of website visits, cost per acquisition)

**** BE AS DETAILED & SPECIFIC AS POSSIBLE ****

It is essential for buyers to communicate clear descriptions of their goals and specific campaign KPIs (e.g., is the KPI CPA vs. lift in purchase intent?).

- What is the measurement plan?**
 - Discuss measurement options (Surveys, pixels etc)
 - Identify all data partners and reporting needs.
 - Will advertisers go straight to a measurement vendor, or will it be bundled into the campaign by the publisher?
- What are the launch dates for the campaign, and what pre-launch and in-campaign deadlines must be met?**

AUDIENCE & MEDIA/PLACEMENT

- What audience attributes align with campaign KPIs, and how do they influence creative decisions**
- Age, Gender, and Ethnicity**
 - Location
 - Income, Education, and Employment Interests
 - Audience Insights/Segments – Are there psychographic or behavioral attributes being targeted? (e.g., seeking to escape/relax, exercise, commuting, etc.)
- Are the ads host-read?**
- Will the ads be Run of Network (RON), Run of Show (ROS), Programmatic, Episodic, etc?**
- What are the creative requirements?**
 - Are there specific psychographic or behavioral attributes? (e.g., different copy according to location)
 - Terms for refreshing creative? (e.g weekly, monthly updates to ad copy)
 - What is the protocol for host-read ads? (Set expectations upfront for how host-read ads are trafficked between buyer & seller, establish deadlines for delivery, leave enough lead time before launch, determine how often there will be new reads and a refresh of recorded spots, and define what happens if a host read isn't recorded and delivered on time.)

**** TAILOR AD CREATIVE TO THE MEDIUM ****

Podcast listeners expect authenticity from their favorite hosts and shows, so podcast ads should match those listener expectations—don't just plug in a broadcast or streaming spot!

- Is a custom segment, branded episode, or other type of more-involved content appropriate for this campaign?** (Explore custom opportunities to leverage the storytelling power of the medium)

TARGETING

- Consider show or episode level content categories/genres.**
- What kind of 1st party identity attributes and 3rd party contextual data targeting is available?**
 - Confirm publishers' data onboarding process and providers.
 - Are device graphs and audience panels available to increase incremental reach?
 - Which data partners are preferred by buyers?
- Is the inventory available programmatically?**
 - Private Marketplace (access to premium inventory in a closed auction)
 - Programmatic Guaranteed (direct access to premium inventory at a fixed price)

*** LEVERAGE PROGRAMMATIC BUYING ****

Although not yet widely available via open exchange, audience and content signaling in the podcast space enables programmatic contextual targeting similar to other digital channels.

- How will brand safety & suitability criteria be applied/implemented?**
 - GARM Brand Safety and Suitability Framework
 - IAB Content Taxonomy
 - Custom inclusion and exclusion criteria (topic, sentiment, genre, show names, host data, keywords)

ACTIVATION



Ad/Creative

- Spot length (:15, :30, :60, or custom)
- Ad placement (pre, mid, or post-roll)
- Will the ad be host-read, announcer-read, or a brand-produced spot?
- Will the ads be dynamically inserted upon download or directly “baked into” the audio of an episode?
- If announcer read, what is the deadline for script delivery, and who will be responsible for writing it?
- For player environments where display ads may be included, will there be a companion banner and/or clickable component?



Media/Budget

- Start and end dates
- Names of show(s) and/or episodes where ads will run
- For buyers, how do you traffic your ads? Do you use a DSP or buy-side ad server?
- For sellers, can you accept VAST tags? (used to dynamically insert podcast ad into ad slots)
- If billing is CPM based, what will the CPM be, and will it vary by show placement?
- What are the total number of impressions expected during the campaign?
- What is the minimum flight length and pacing of impression delivery? Define competitive separation.
- How (and for how long) can a buyer obtain category exclusivity?
- If pixel tracking is used, and tags are delivered by buyer, when must pixels/tags be delivered to the seller?
- (Build in lead time for testing with an advertiser’s preferred measurement vendor)

MEASUREMENT

- What measurement methodology is best for this campaign's KPIs?**
- Survey Based Audience Insights**
 - Brand Lift Study
 - Attribution (promo code, vanity URL, survey, or tracking pixel)
 - Brand Safety & Suitability (Confirm brand safety requirements are met)
- Create a plan for delivery reporting and optimization.**
 - Create regular schedule showing number and pacing of delivered impressions. (Define the cadence—will it be weekly, bi-weekly, etc.)
 - Optimize mid and post campaign for reach and frequency and other KPIs. (Underdelivery can and will occur—be willing to add shows similar in content or audience to broaden targeting and/or allow for additional time to deliver.)

RECONCILIATION

- What are the post-campaign reporting requirements for payment?** (e.g., Aircheck Monitoring, 3rd party tracking, estimated billing, affidavit)
- What are the terms of payment?** (e.g., Net 30, Net 60, other?)
- How often are invoices delivered?** (e.g., seller receives every 30 days with final reconciliation within a specified number of days.)
- Do the agreements include sequential liability terms?** (Define who pays if one or more companies in the supply chain fails to pay its debt—who is liable?)
- Can weekly/monthly/quarterly budgets be carried over?**
 - How will over or under delivery of impressions be addressed? (e.g., should the campaign be billed as delivered or extended; if extended, how much longer can it run?)
- What are the terms for cancellation?**
- Did the campaign run as ordered?**
 - Was the full amount of contracted impressions delivered?
 - Were reach and frequency goals met?
 - Were ads placed in the correct location? (pre-roll vs. mid-roll)
 - Was the correct creative used?
 - Were ads/host reads refreshed as ordered?