

THE SOUND OF ROI: HOW ANZ'S PODCAST STRATEGY PAID OFF

WHY '5-IN-5 WITH ANZ'



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Engage with high value potential customers

- Premium business audience
Boards, CEOs, Treasurers, CFOs, and those who influence them
- Relationship business
How to increase brand salience through daily relevance?
- The five things you need to know about the global economy and markets in under 5 minutes, plus a deep dive
- Trialists loved it! rich content, deeply engaged

The challenge in reaching them

- Scale AND relevance?
Quality of audience over pure reach measures
- Execute beautifully
Time-poor, attention-stretched... and extremely high value



MEDIA PLAN



ENGAGING A HIGH VALUE AUDIENCE

It's very hard to bring repeat listeners to a daily podcast series on the financial markets. Yet we tripled the audience size by:

- Knowing exactly where our ads were ending up.
- Speaking to every audio network, publisher and independent podcaster in Australia, reviewing all plans in detail.
- 30 second ads serving as top and middle funnel and host-read ads and specific show sponsorships serving middle and bottom funnel.

REGION		RANKER	
🇺🇸 Australian Podcast Ranker		Top Podcasts	
Filters: CATEGORY		PUBLISHER	
Business		All	
Rank ↑	Podcast		
31	-8 ↓		She's On The Money ARN / iHeart
72	+7 ↑		CommSec Market Update LISTNR (SCA)
95	+17 ↑		Equity Mates Investing Podcast Equity Mates Media
109	-19 ↓		Motley Fool Money LISTNR (SCA)
124	↻		Chanticleer Nine Publishing
127	+13 ↑		The Money Puzzle News Corp Australia
139	+14 ↑		How I Built This with Guy Raz Wondery

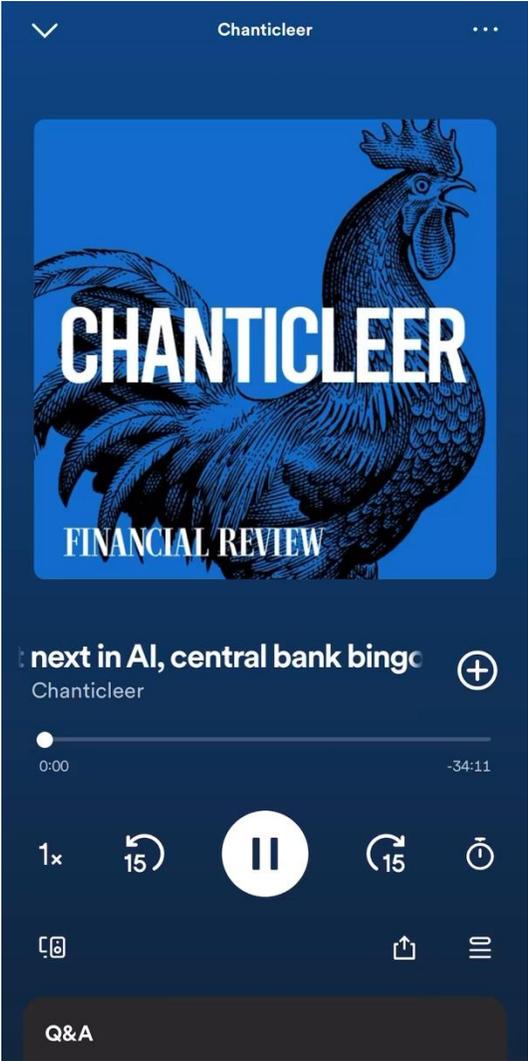
Source: Triton Digital Ranker.



THE CREATIVE



CONTEXTUALLY RELEVANT CREATIVES: 30 SECOND ADS



CONTEXTUALLY RELEVANT CREATIVES: HOST-READS



TRACKING & MEASUREMENT

TRACKING & MEASUREMENT – FUTURE OPTIMISATION

- Reach & Response Rate
- Cost-Per-Visitor
- Cost-Per-Follower

Podcast performance by downloads



BEST PERFORMING PODCAST – INVESTING COMPASS

Don't overlook smaller podcasters.

Large podcasts – those with 100,000+ monthly downloads in Australia – account for 63% of all downloads. So 'small' podcasts make up 37% of podcast listening in Australia.*

Shows with smaller but devoted followings deliver real value for brands with a 14% increase in median purchase rate and 35% increase in median visit rate.**

Investing Compass delivered a 4% Visit-Through-Rate, the highest in this campaign.

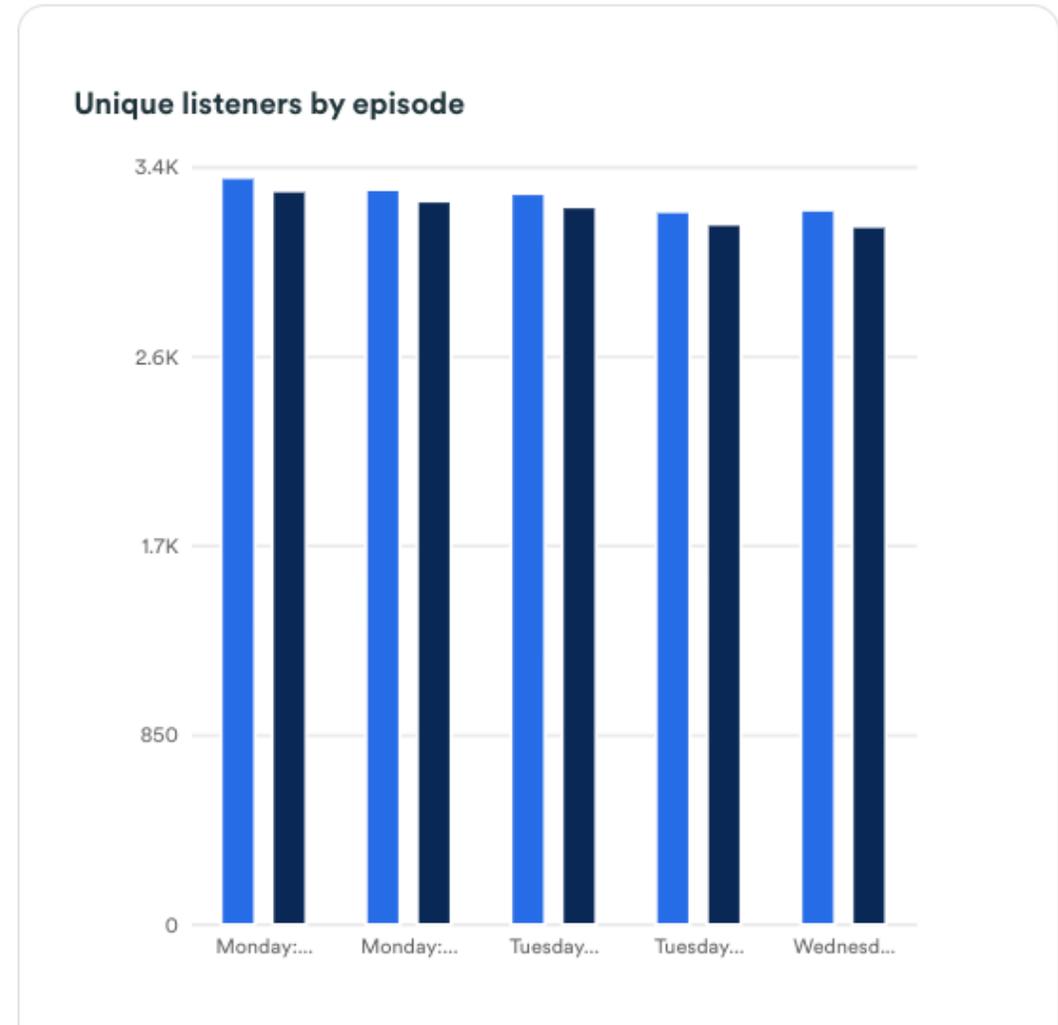
*Source: 2024 Australian Podcast report.

**Source: Acast Podcast Pulse Report 2024



TRACKING & MEASUREMENT – TANGIBLE RESULTS

- **191% Increase** in Downloads
- **215% Increase** in Unique Listeners
- **188% Increase** in New Followers



QUESTIONS?

Helen Kerr, Andy Maxwell & Ralph van Dijk