

Why You Should Run Dynamic Ads In Your Podcast

Dynamic ad insertion (DAI) uses ad markers to digitally insert ads or promos into your podcast. The spots are then removed from the episode when the advertising campaign is complete.



How Dynamic Ads Help Podcasters

- Improves reach because ads can be inserted in all episodes.
- Podcasters make more money because they've increased ad inventory.
- Change ads as often as you want. No more expired promo codes!
- Digitally rotate ads so listeners don't get bored with spots.
- Use the same technology to swap out promos and show segments.

How Dynamic Ads Help Advertisers

- Ability to listen and approve ads before they go live.
- Target ads to specific demographics, geo-location, and devices.
- Swap out ads anytime to promote specific sales, launches, and debuts.
- Fewer ad conflicts because ads are removed when the run is complete.
- More accurate stats because ads must actually run to be counted.

*** Not all podcast host providers offer dynamic ad insertion, and platforms who offer it don't always do it well. If you are interested in dynamic ads, we recommend Megaphone, our preferred podcast host provider.