MAGELLAN AI

Business Services & Software

Business software and services are among the oldest podcast advertisers out there. After all, *This Week in Tech* is one of the earliest podcasts to publish in 2005 and attracted sponsors Visa and Dell in their second year. Magellan AI has detected nearly 1300 advertisers and over $100 million invested to date.

Most popular genres

1 Sports

2 Business

3 News

9
average shows per advertiser

Most common strategy

☐ Direct Response

☑ Brand Awareness

☐ Tune-in

On average, ads are played at 48% percent completion in a show.
Ads are an average of **55 seconds** in length.

Major Players

ExpressVPN
$17M spent

384 shows detected

stamps.com
$14M spent

284 shows detected

IBM
$9.8M spent

187 shows detected

Magellan AI samples all of the top 3000 podcasts each week, regardless of who's publishing them. Enter into the one-stop shop with breadth and transparency that no one else can provide. Zoom out to market trends or in to keyword analysis.

Scale your advertising without needing to expand your team.

Request Demo

Top advertisers trust Magellan AI to simplify their podcast media planning