MAGELLAN AI

Financial Services

IN PODCAST ADVERTISING

The financial services industry covers a wide target audience that can include both consumers and businesses. We've detected nearly 700 financial brands in podcast ads to date with a total investment of over $100M in 2020 (and on track to increase for 2021).

Most popular genres

1 Sports

2 News

3 Business

12

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 **45 seconds** in length.

Major Players

Cash App

$13M spent

28 shows detected

ROCKET Mortgage by Quicken Loans

$10M spent

353 shows detected

Capital One

$9.2M spent

248 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