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MEDIA IMPACT REPORT

Fall Podcast Upfront Recap

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How Apple's major update impacts the future of targeting

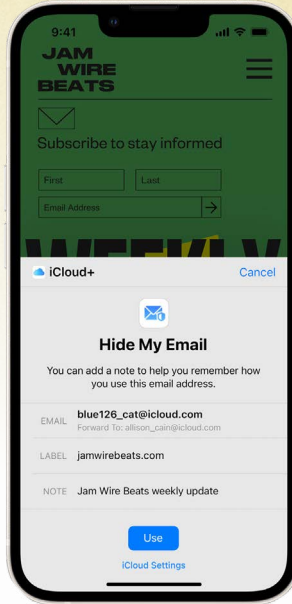
By Jennifer Eenigenburg, VP, Digital Media Director

The Identifyscape continues to evolve with the release of iOS 15 on September 20, which followed Apple's California Streaming event on September 14. Apple updates include Intelligent Tracking Protection in Safari to prevent trackers from accessing the user's IP address; Apple Private Relay users will also have IP blocked, which works similarly to a VPN but does not allow users to spoof a location and will map to the device region. Other highlights at the event included the launch of the iPhone 13, AirPods 3, and Apple Watch Series 7.

How Audience Targeting is Evolving

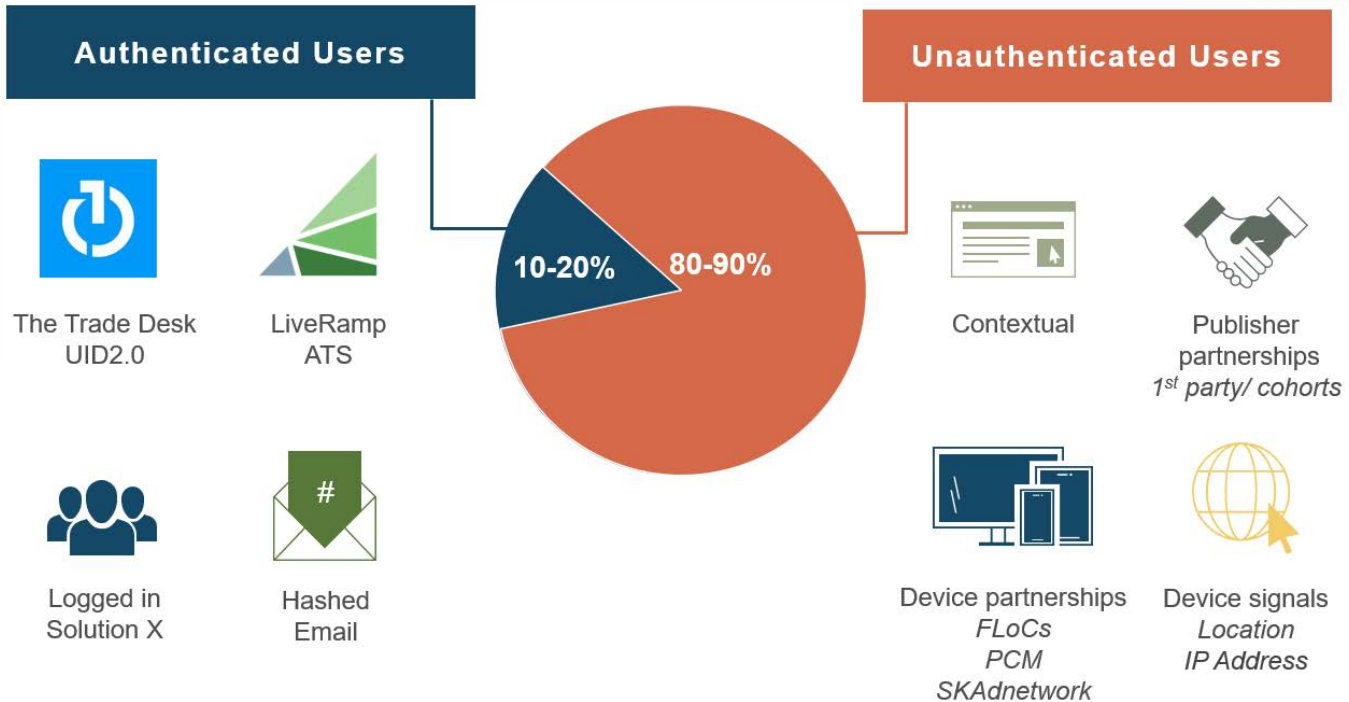
The world of advertising is entering a new phase as device identifiers are being less available and the multiple ID space becomes more fragmented. Rain the Growth Agency uses a large library of data providers and audience

segmentation techniques, as shown in the image below, to identify authenticated and unauthenticated users to capture high value audiences, including people-based cross device graphs. Along with partnering with forward-thinking vendors and engaging with betas, we recommend:



1. Utilize mix of targeting techniques
2. Onboard and fully utilize 1st party data
3. Focus on creative to ensure your message resonates with your target audience

Our team has been actively working within our clients' campaigns and with our vendor partners as new options arise. We expect more change to come within this landscape ahead of the Chrome cookie deprecation in late 2023.



Fall Podcast Upfront Recap

By [Shasta Gibson](#),

VP of Integrated Media Investment



The growth and excitement of the podcast space continues to gain steam. Podcast ad revenue rose 19% to \$842 million in 2020, and is expected to exceed \$1 billion this year. Remarkably, podcast advertising will grow as much over the next two years as it did in the entire last decade, topping \$2.2 billion by 2023. One out of every 2.4 US adults listens to a podcast every month, and what used to be a space with fairly limited scale potential, is now consistently reaching people en masse. Brand campaigns now represent 45% of all revenue in podcasting, nearly even with the historically dominant performance and direct response campaigns.

Key themes of this fall's Upfront were centered around Diversity, Data, and the Programmatic future of podcasting.

- **Diversity:** Both in the depth and breadth of shows that are available, and in how diverse podcast audiences are. Non-white Americans make up 43% of all podcast listeners. Leaning into this diversity is both a responsibility as well as a savvy business decision for brands who want to evolve with the space. We heard from many global organizations and multicultural shows, including bilingual production company Adonde Media.

- **Data:** Many publishers and tech companies are continuing to tackle the use of data for podcast planning. Amidst the conversation is the topic of consistency and stability with definitions and taxonomies, and the importance of standardization across the space. With the increased access to data and insights has also come an interest by publishers to start making recommendations on how to read their data, and what to get out of it. Companies like Podsights are rolling out new planning tools that act as an advisor on the front end of a campaign, helping make predictive recommendations about what to buy. The increasing fragmentation of platforms through which people access content (phones, tablets, computers, smart speakers, connected cars) brings the opportunity for platform-specific insights and strategies, but has made holistic measurement more challenging.

- **Programmatic:** Less than 5% of podcast spend is currently transacted programmatically, but this number has grown and carries significant upside. Companies like SXM Media are investing in programmatic platforms and the industry is intent on determining how this piece fits into the overall context of media campaigns. In many ways, it's the

ideal approach to allowing flexibility, control, and scalable execution. However, the industry is facing an important question around how to maintain the authenticity and power of the host reads that people connect with, while transacting on data and audiences rather than specific shows and storylines. At Rain the Growth Agency, we believe both tactics play a critical role in a successful campaign and take great care to balance those strategies with each other for the optimal mix.

Storytelling and the importance of content and context also remain at the forefront of the discussion. A panel

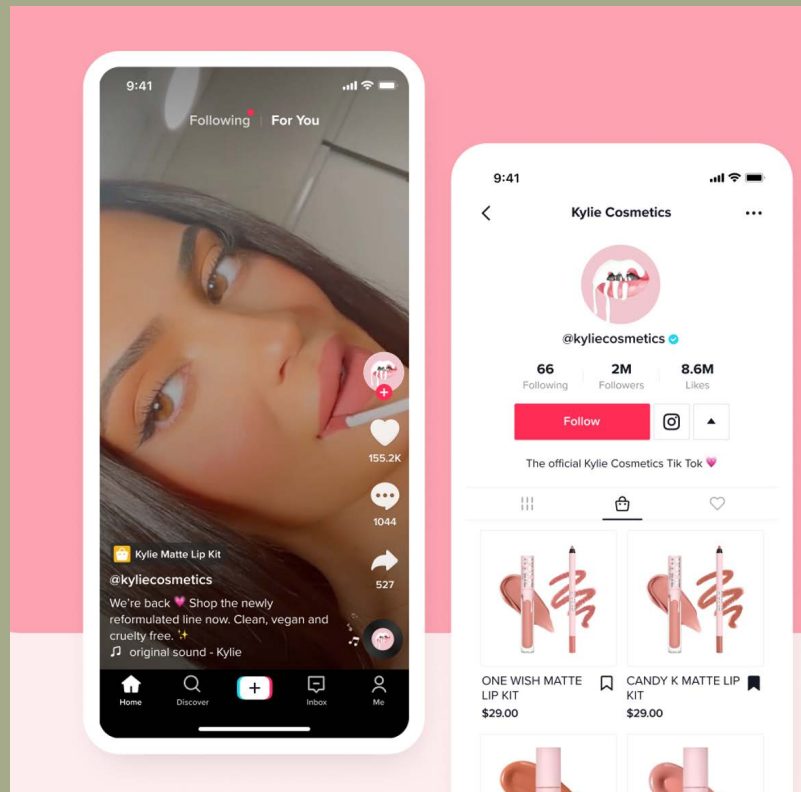
of experts pointed out that audio (specifically radio) was the original Influencer, and that it will be critical to consider both audience targeting and contextual targeting. Many publishers stressed the importance of advertisers finding shared values with their shows, ensuring the ads and conversations are relevant, and always prioritizing the storytelling. Companies touting new shows, stories, and releases included NPR with a Pulitzer Prize win this year, LAist with a new launch focused on wildfires and climate change, Blue Wire with their investment in experiential opportunities and new Vegas-based content studio, and more.

QUICK HITS

TikTok Goes Shopping

By **Shuree Jones**, Director, Paid Social

One of the fastest growing social platforms has gotten in on the in-app shopping game. In August, TikTok announced an extended partnership with Shopify, allowing users with a TikTok For Business account and a Shopify store to add a shopping tab to their profile that acts as a mini-storefront and links directly to their online inventory. This extension leans even more into TikTok's big bet on creators, giving them the tools to open up their own e-commerce channel without a traditional brand partnership. Advertisers may see the connection to Instagram Shops, with the biggest difference here being that the checkout in TikTok Shopping is done through Shopify. TikTok is currently piloting the new feature among hundreds of Shopify merchants in the US, UK, and Canada, ahead of a more public launch.



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