



Why Savvy B2B Marketers are Investing in Annex Podcast Sponsorships

Effective podcast sponsorships can drive actions on the part of the listener and get your brand in front of your industry's key influencers.

The Right Audience

Reach a highly-qualified, existing audience of listeners.

Lead Generation + Branding

4-Weeks of pre-podcast marketing means high exposure for your brand, and lead generation from eBlast marketing.

Completely Turn-Key

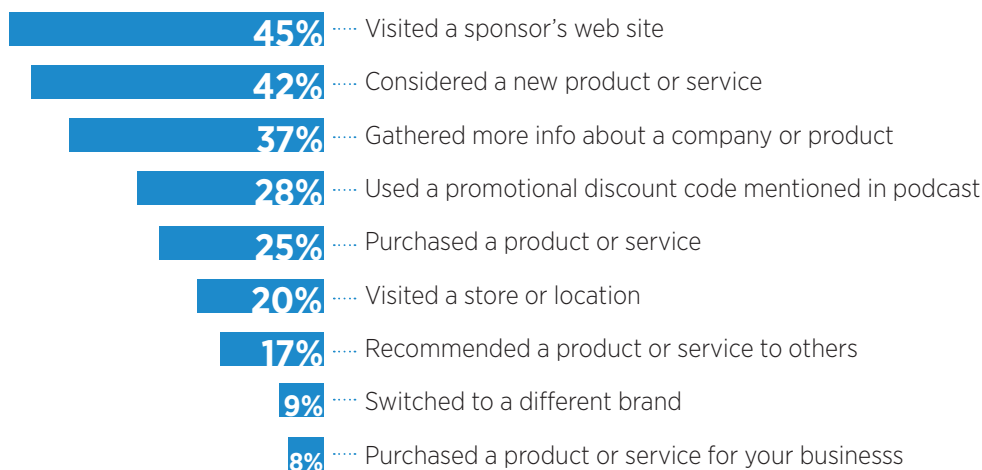
From marketing to productions and distribution, Annex manages the entire process.

Thought Leadership

Associate your brand with the industry's leaders and influencers covering topics that are timely, relevant and important to your potential customers.

Actions Taken in Response to Podcast Advertising/Sponsorship

based on a survey of 953 adult (18+) current podcast listeners in September 2016



"Which, if any of the following actions have you taken as a result of sponsorship or advertising you have heard in the podcast you enjoy?"

Data Source: IAB / Edison Research



DID YOU KNOW?

Podcast listeners are more likely than the average person to be **highly educated, earn a high household income, and to be a professional.**

*SOURCE: Neilson, July 2017