



## 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