

DIGITAL AUDIO IMPACTS ACROSS THE PURCHASE FUNNEL

**Influence the
entire path-to-
purchase;
ads on digital
audio platforms
outperform
social media.**

67%

Any ad
impact



+10%
vs Social Media

29%

Research
the product



+7%
vs Social Media

28%

Share the
product



+17%
vs Social Media

20%

Buy the
product



+11%
vs Social Media