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PODiQ™: Solving for Podcast Addressability

USING PROBABILISTIC IDENTITY GRAPHS TO CONNECT PROGRAMMATIC AUDIO AD DEMAND TO PODCASTS

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Introduction

Podcasting has rapidly become a mainstream medium, attracting diverse audiences and delivering compelling content across various genres. However, despite its growth and engagement potential, the podcasting industry faces significant challenges in monetization, particularly in the realm of programmatic advertising. Traditional programmatic advertising relies heavily on user data segments backed by identifiers like cookie IDs or mobile advertising identifiers (MAIDs).

Unfortunately, legacy podcast advertising technology such as RSS is not capable of supporting all of the addressable signals that mainstream programmatic advertisers rely on. This exclusion hampers the ability of podcasters to tap into the lucrative programmatic ad market.

Problem Statement

The current podcast advertising ecosystem operates within a fragmented landscape, where podcast apps and sites are unable to pass identity signals through an RSS feed. As a result, traditional programmatic advertisers, who rely on identifiers (such as cookie IDs or MAIDs) to target and segment audiences, find themselves unable to buy podcast spots. This exclusion is particularly detrimental for podcasters, as it prevents them from accessing ad dollars from a wide range of advertisers, including those leveraging retail media networks (RMNs).

The lack of advertising identifiers within podcasts creates a significant barrier to entry for programmatic advertising. Without the ability to leverage user data segments, advertisers cannot effectively target their desired audiences, resulting in inefficient ad spend and reduced ROI. This situation not only limits the revenue potential for podcasters but also constrains the overall growth of the podcast advertising industry.

The Solution: PODiQ™

PODiQ aims to bridge this gap by introducing probabilistic identity graphs to the podcasting ecosystem. By leveraging advanced data science techniques and machine learning algorithms, PODiQ can tag podcast ad spots with addressable identifiers such as cookie IDs or MAIDs.

How PODiQ Works

PODiQ solves the problem of podcast addressability by linking home internet IP addresses, user agent information, time-of-day data, and other signals from podcast downloads to activity within traditional programmatic marketplaces, ultimately connecting to an addressable identifier such as a cookie ID or MAID.

1. **Signal Authentication:** Listener data is authenticated in real time against multiple public and commercial databases before being matched with the probabilistic identity graph.

2. **Data Collection**: PODiQ collects a wide range of anonymized listener data from various touchpoints, including listening habits, device types, and content preferences. This data is gathered from both first-party sources and third-party integrations, ensuring a comprehensive view of the podcast audience. Data points include:

    a. **Home Internet IP Addresses**: Home internet IP addresses can be readily identified as part of an IP block belonging to a home cable or DSL provider. Unlike mobile IP addresses, home IP addresses provide a high degree of confidence within a podcast identity graph because many podcast applications are configured by default to download episodes only when connected to WiFi to avoid consuming mobile data. This stable and consistent IP address information is crucial for linking podcast downloads to individual users.

    b. **User Agents**: User agents sent by podcast applications are often proprietary and do not match standard mobile device user agents. While a direct match is impossible, PODiQ identifies multiple shared data points such as the operating system type (Android), operating system version (14.0), and phone manufacturer and model (Samsung SM-S911U1), enhancing the probabilistic identity graph's accuracy.

    c. **Time-of-Day Patterns**: Additional confidence in the probabilistic match can be gained by using machine learning to analyze user activity within time-of-day usage patterns. For example, a user connecting to their home network triggers podcast downloads and simultaneously becomes active within other apps on their mobile device. This concurrent activity strengthens the correlation within the identity graph, providing a more reliable linkage between podcast listeners and their online behavior.

3. **Probabilistic Identity Graphs**: PODiQ constructs probabilistic identity graphs that link these disparate data points to create cohesive listener profiles. These graphs leverage patterns and correlations in the data to infer connections between different devices and user behaviors.

4. **Audience Segmentation**: With the identity graphs in place, PODiQ can segment the podcast audience into meaningful cohorts based on demographics, interests, and behaviors. These segments are highly valuable for advertisers looking to target specific audiences with precision.

5. **Programmatic Integration**: PODiQ integrates seamlessly with programmatic advertising platforms by leveraging the latest IAB standards, enabling advertisers to bid on podcast ad spots using MAIDs and newly created audience segments.

   Current points of integration include:

   a. **The OpenRTB 2.6 device object** is leveraged to provide a MAID in device.ifa, a location that is targetable by all existing ad platforms.

   b. **The OpenRTB 2.6 draft standard for enhanced ids (eids)** has also been implemented. PODiQ provides all of the standard signals for a probabilistic enhanced identifier, to provide a future-proof method of integration.

Benefits of PODiQ

- **Privacy Compliance**: PODiQ implements all current consent string standards, including GDPR, USPrivacy, and GPP, ensuring compliance with data protection regulations while still delivering valuable inventory for advertisers.

- **Enhanced Targeting**: Advertisers benefit from improved targeting capabilities, allowing them to reach their desired audiences with greater accuracy. This results in more effective ad campaigns and higher ROI.

- **Recency:** The probabilistic identity match is done in real time, providing the freshest possible data.

- **Drop-in Compatibility**: Advertisers and publishers can transact addressable podcast ads via their favorite DSP or SSP with no tech integration needed.

- **Scalability**: The probabilistic identity graphs created by PODiQ are scalable across different platforms and devices, providing a consistent and unified view of the podcast audience.

Conclusion

PODiQ represents a transformative solution for the podcast advertising industry, addressing the critical issue of addressability and unlocking new opportunities for monetization. By leveraging probabilistic identity graphs, PODiQ bridges the gap between podcast content and programmatic ad demand, enabling podcasters to access a broader range of advertisers and maximize their revenue potential.

As the podcasting industry continues to evolve, PODiQ is poised to play a pivotal role in shaping its future, ensuring that podcasters can thrive in the programmatic advertising landscape.

For more information, reach out to *info@consumable.com*.