



Dynamic Feed Drops.

A scalable way to grow your audience, and a new way to monetize the one you already have.

5,000+

podcast network

160K+

feed drops delivered

6.1%

avg. conversion

— THE PROBLEM

There wasn't a scalable way to reach **real podcast audience.**

Most growth tactics either reach the wrong audience, fake it, or don't scale.

WRONG AUDIENCE

Social and web ads miss the mark.

Money spent on social, banner, and web-app campaigns reaches people who aren't actually listening to podcasts.

FAKE GROWTH

Bots and fake downloads don't last.

Inflated numbers from website browsers don't convert to recurring listeners.

MANUAL FEED DROPS

The best channel doesn't scale.

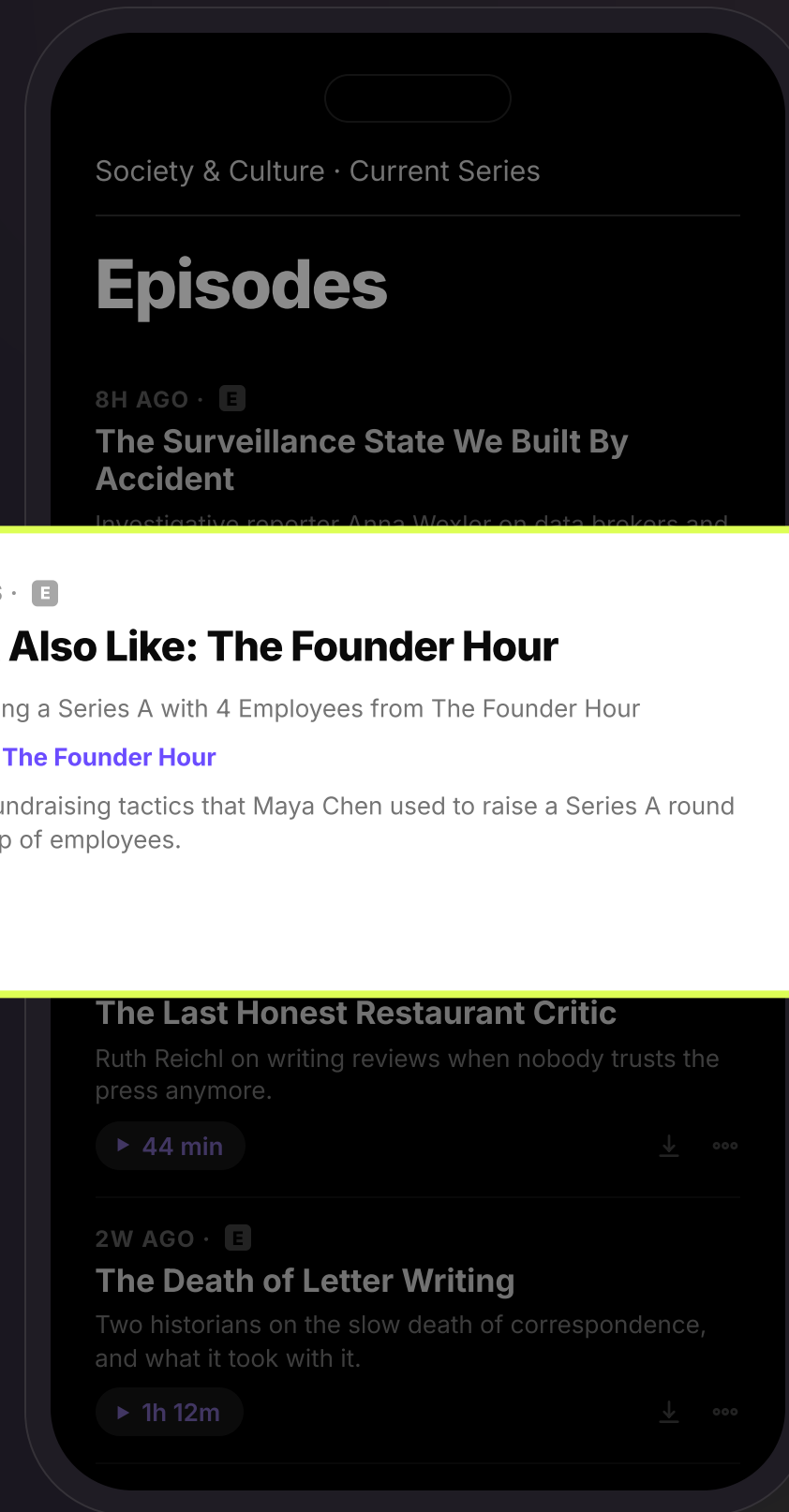
Feed drops convert. But coordinating content, approvals, and tracking with each host, one by one, is a slog.



— THE SOLUTION

Dynamic Feed Drops.

The effectiveness of a feed drop, with the scale and efficiency of a dynamic ad.



A **PodRoll** appears as a bonus episode in another show's feed.



— HOW IT WORKS

A marketplace for **podcast** growth.



BUYERS

Pick the show. Name the price.

Choose the episode to promote, approve podcasts to drop into, set price and budget.



PODROLL

Matches, delivers, tracks, bills.

Once a buyer and seller match, we run the rest end-to-end.

- Episode delivery
- Measurement & reporting
- Billing & payouts



SELLERS

Earn additional revenue from your feed.

Approve campaigns that fit, then get paid for every episode promotion.



GROW YOUR PODCAST.

Buyers

Pick an episode. Name your price.
Select feeds to drop into.

— FOR BUYERS

Reach podcast listeners **where they actually listen.**

Submit once. Reach thousands of approved feeds. Pay only for what gets delivered.



One submission, thousands of feeds.

Reach the whole network with a single campaign.



Approve every feed you appear in.

Full control over the shows that deliver your campaign.



Six-week conversion tracking.

Downloads, conversions, and converted devices, all tied back to the drop.



Name your price. \$50 to \$250 CPM.

\$500 minimum spend. Pause or cancel anytime.



See exactly what **each drop delivered.**

1 Run multiple campaigns

Buy Podrolls

Grow your audience by buying show recommendations across the PodRoll network

DESTINATIONS Podcasts Networks **New Podroll**

LAST 30 DAYS · All Podcasts

Downloads **240K** ↑ 16.0%
from 207K

Conv. Rate **12.0%** ↑ 12.1%
from 10.7%

Conv. Device Rate **5.0%** ↑ 16.3%
from 4.3%

CAMPAIGN	DOWNLOADS	CPM	CONV.	STATUS
FJ Founder's Journal · Hire First 10	189K / 500K	\$65.00	12.0%	● Live
SM Smart Money · First \$1M ARR	60K / 60K	\$100.00	11.4%	● Done
BH Builder's Hour · Pricing	42K / 120K	\$85.00	13.2%	● Live



2 Track your growth

Home > Buy > Founder's Journal · Hire First 10

FJ Founder's Journal — How We Hired Our First 10 ● Live
Maya Chen, Host

Flight: May 25 – Jun 25, 2026 CPM: \$65.00

Downloads **189,949**

Conversions **22,794**

Conv. Rate **12.0%**

Spend **\$12,347**

Campaign Downloads

Daily

Conversions

Daily



EARN REVENUE FROM YOUR FEED.

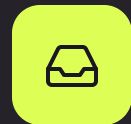
Sellers

Review campaigns. Approve what fits.
Get paid monthly.

— FOR SELLERS

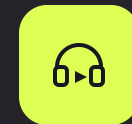
Approve the drops you like. **Get paid monthly.**

No new content. No production work. Just approve the drops that fit your show.



Browse incoming campaigns.

See every drop request, grouped by show.



Preview the actual audio.

Listen before it ever goes live in your feed.



Approve per podcast, per drop.

Toggle each campaign on. You stay in control.



Earn the defined CPM for each campaign.

Get paid for every delivered, verified download.



Approve drops. Watch your revenue grow.

1 Approve Campaigns

Sell Podrolls

Approve dynamic feed drops to run within your show and earn revenue

LAST 30 DAYS · All Podcasts

Revenue **\$26,218** ↑ 36.3%
from \$19,238

Avg. CPM **\$107.97** ↑ 27.0%
from \$85.02

Downloads **240K** ↑ 12.7%
from 213K

New Approved Rejected

All Podcasts

PODROLL	CPM	CATEGORY	FILLED	Approve	Reject
<input type="checkbox"/> FL Founders Lab	\$125.00	Business	3,382	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> ND Newsroom Daily	\$100.00	News	0	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> IL Inside Leadership · The CHRO Files	\$85.00	Business	0	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> MM Mindful Mornings · daily reset for busy minds	\$75.00	Health & Fitness	0	<input checked="" type="checkbox"/>	<input type="checkbox"/>

2 Earn Revenue

Revenue Overview

Track your earnings over time

PODCAST: All Podcasts PERIOD: 6M 12M YTD REVENUE: Gross Net

TOTAL NET REVENUE **\$112,847**
7 months

AVG MONTHLY NET **\$16,121**
Per month average

BEST MONTH **\$28,533**
May 2026

Revenue Trend

Monthly totals

Month	Revenue
Nov 25	\$8,000
Dec 25	\$13,000
Jan 26	\$10,000
Feb 26	\$16,000
Mar 26	\$21,000
Apr 26	\$17,000
May 26	\$28,533



— BY THE NUMBERS

A live network. **Real dollars.**

PODCASTS ON THE NETWORK

5,000+

Business, news, comedy, culture, sports.

PODCAST NETWORKS

50+

Premium networks across every major category.

FEED DROPS SHIPPED

160K+

Every drop approved by the host.

AVG. CONVERSION RATE

6.1%

Download to converted device.



WHERE PODCASTERS GROW PODCASTS.

Grow. And Earn.

podroll.fm