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## Podtrac

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# Podtrac

By: Jared Anderson

# History

- Founded in 2005 by Mark McCrery and Robert Freeland
- \$2 million in annual revenue
- Headquarters located in Washington DC
- Leading podcast measurement and advertising services company.

# Podcast Analytics

- Provides the industry's only ranking of top publishers
- Provide only rankings for podcasts based on audience counts.
- Uses podcast measurement technology across all sources of podcast traffic to gain reliable rankings
- Include a unique monthly audience metrics and monthly rankings which is a first in the podcast industry.

# Podcast Advertising Services

- Formerly known as Podtrac ad, Authentic is the new name for the advertising services
- Provide advertisers to the top 200 podcasts.
- Leader in podcast advertising with results to prove it.
- 70% brand favorability increases, 50% consideration increases, 50% purchase intent increases.

# Career Opportunities

- Web Developer
- Administrative Assistant Marketing

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