**Podcast Listenership, App Usage On The Rise**

Podcast mobile app usage has jumped 60% since January 2018, according to an Adobe Analytics survey and 45% of respondents plan to increase listenership. Most respondents (60%) looked up a service or product after hearing it advertised on a podcast and 25% ended up making a purchase, according to the report.

***Marketing Land 8/15/19***

[***https://marketingland.com/podcast-listening-growth-continues-mobile-app-usage-up-60-since-january-2018-study-finds-265608***](https://marketingland.com/podcast-listening-growth-continues-mobile-app-usage-up-60-since-january-2018-study-finds-265608)

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