**The Biggest Spenders In The Podcast Ad Boom**

BetterHelp bested other US podcast advertisers in 2021 and spent $76.9 million on podcast placements that year. This was nearly triple the outlays of NBCUniversal, the second-biggest spender, at $27.7 million. All told, the top 10 podcast advertisers invested close to $300 million.

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[*https://www.emarketer.com/content/biggest-spenders-podcast-ad/?IR=T&utm\_source=Triggermail&utm\_medium=email&utm\_campaign=II20220309PodcastAdsCOTD&utm\_content=Final&utm\_term=COTD%20Active%20List*](https://www.emarketer.com/content/biggest-spenders-podcast-ad/?IR=T&utm_source=Triggermail&utm_medium=email&utm_campaign=II20220309PodcastAdsCOTD&utm_content=Final&utm_term=COTD%20Active%20List)

*Image credit:*

[*https://omnicommediagroup.com/wp-content/uploads/2020/07/Podcast.jpg*](https://omnicommediagroup.com/wp-content/uploads/2020/07/Podcast.jpg)