

NICE GENES!

Analytics Review | October, 2022



1

AUDIENCE ENGAGEMENT

How did the audience respond to your episodes this month?

1

AUDIENCE ENGAGEMENT

ALL-TIME DOWNLOADS

7,214

ALL-TIME UNIQUES

5,769

ALL-TIME SUBSCRIBERS

5,976

TOTALS FOR OCTOBER, 2022:

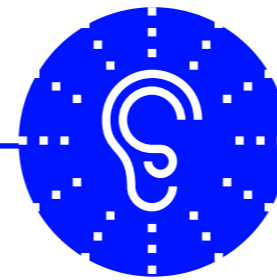
October 1 - 31, 2022



5,192 OCTOBER DOWNLOADS

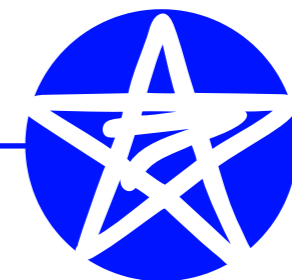
4,388 UNIQUE LISTENERS

(1,245% INCREASE OVER SEPTEMBER)



5,970

**OCTOBER CASTBOX
SUBSCRIBERS**



TOP EPISODE IN AUGUST:

Pizzly Bears, Anyone?

3,124 Downloads | 3,085 Unique Listeners

1

AUDIENCE ENGAGEMENT

CUMULATIVE DOWNLOADS SINCE LAUNCH

Trailer: Welcome to Nice Genese! Season 2

- Total Downloads: 941
 - *Castbox: 741 (78%)
 - *Organic: 200 (12%)
- Unique Listeners: 915
- Consumption: 45%

S1 | E1: Pizzly Bears, Anyone?

- Total Downloads: 3,124
 - *Castbox: 2,879 (92%)
 - *Organic: 245 (8%)
- Unique Listeners: 3,085
- Consumption: 97%

S1 | E2: The Devil's in the Details

- Total Downloads: 780
 - *Castbox: 682 (87%)
 - *Organic: 98 (13%)
- Unique Listeners: 785
- Consumption: 99%



84% | **16%**
CASTBOX | **ORGANIC**

TOTAL OCTOBER DOWNLOADS: 5,192
TOTAL CASTBOX DOWNLOADS: 4,347
TOTAL ORGANIC DOWNLOADS: 845

Analytics Storytelling:

Our numbers saw a nice increase over the last month and a half!
Our consumption numbers rose as well, which is promising!

As the show grows and as we continue into season two, we will be able to better understand which topics and themes our audience responds to best. So, even lower consumption levels can be helpful as they delineate what our audience is most excited about.

1

AUDIENCE ENGAGEMENT

CHART PERFORMANCE

Apple Podcasts : Canada: Science

October peak position: #33 (Oct 18)

September peak position: #123 (Sept 16)

Placement change from September: +90

Apple Podcasts: Great Britain: Science: Life Sciences

October peak position: #29 (Oct 19)

September peak position: #111 (Sept 26)

Placement change from September: +82

Apple Podcasts: Canada: Science: Life Sciences

October peak position: #6 (Oct 18)

September peak position: #12 (Sept 16)

Placement change from September: +6

Apple Podcasts: USA: Science: Life Sciences

October peak position: #83 (Oct 9)

September peak position: #225 (Sept 1)

Placement change from September: +142

2

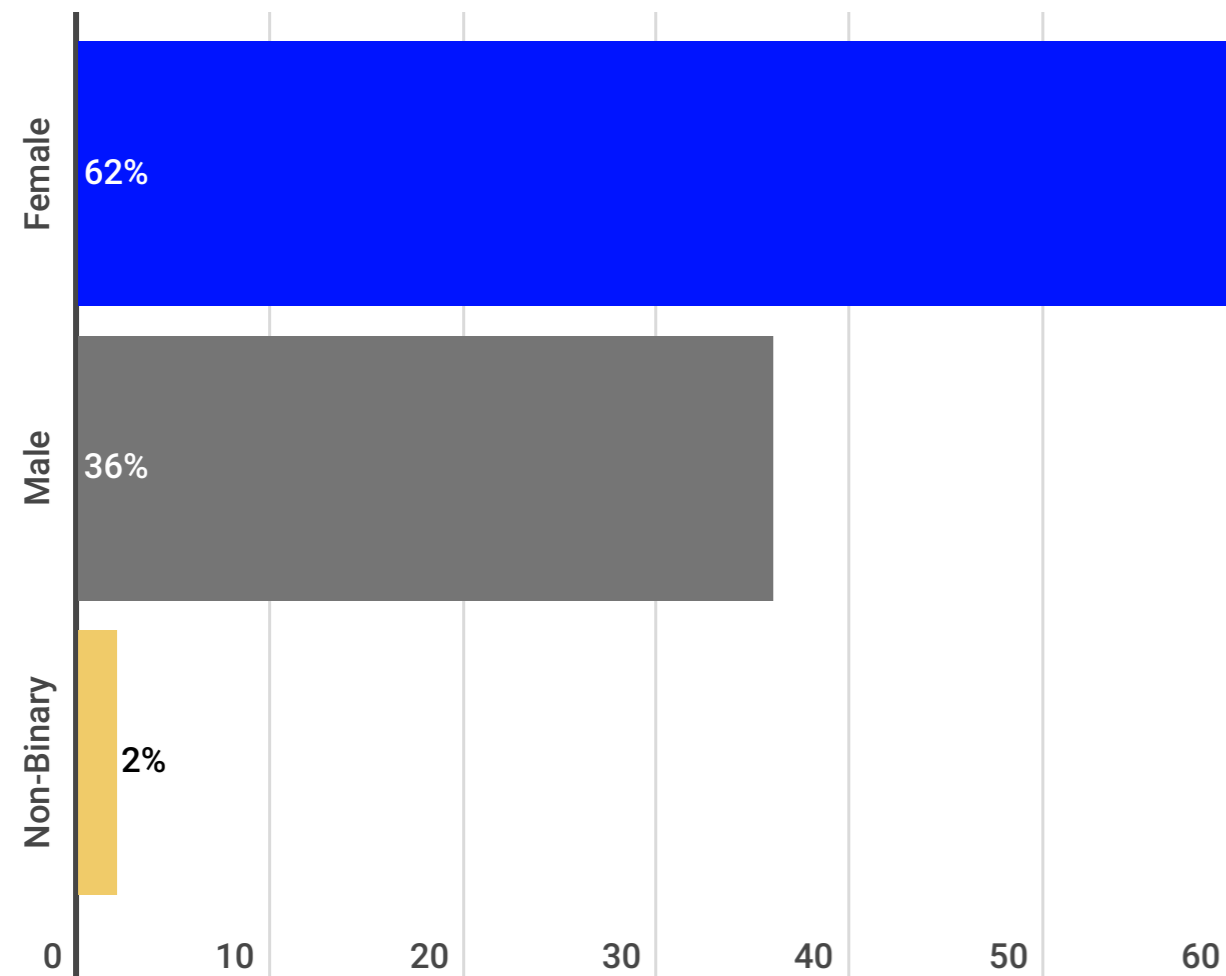
AUDIENCE INSIGHTS

Who is your audience? What can we learn about them?

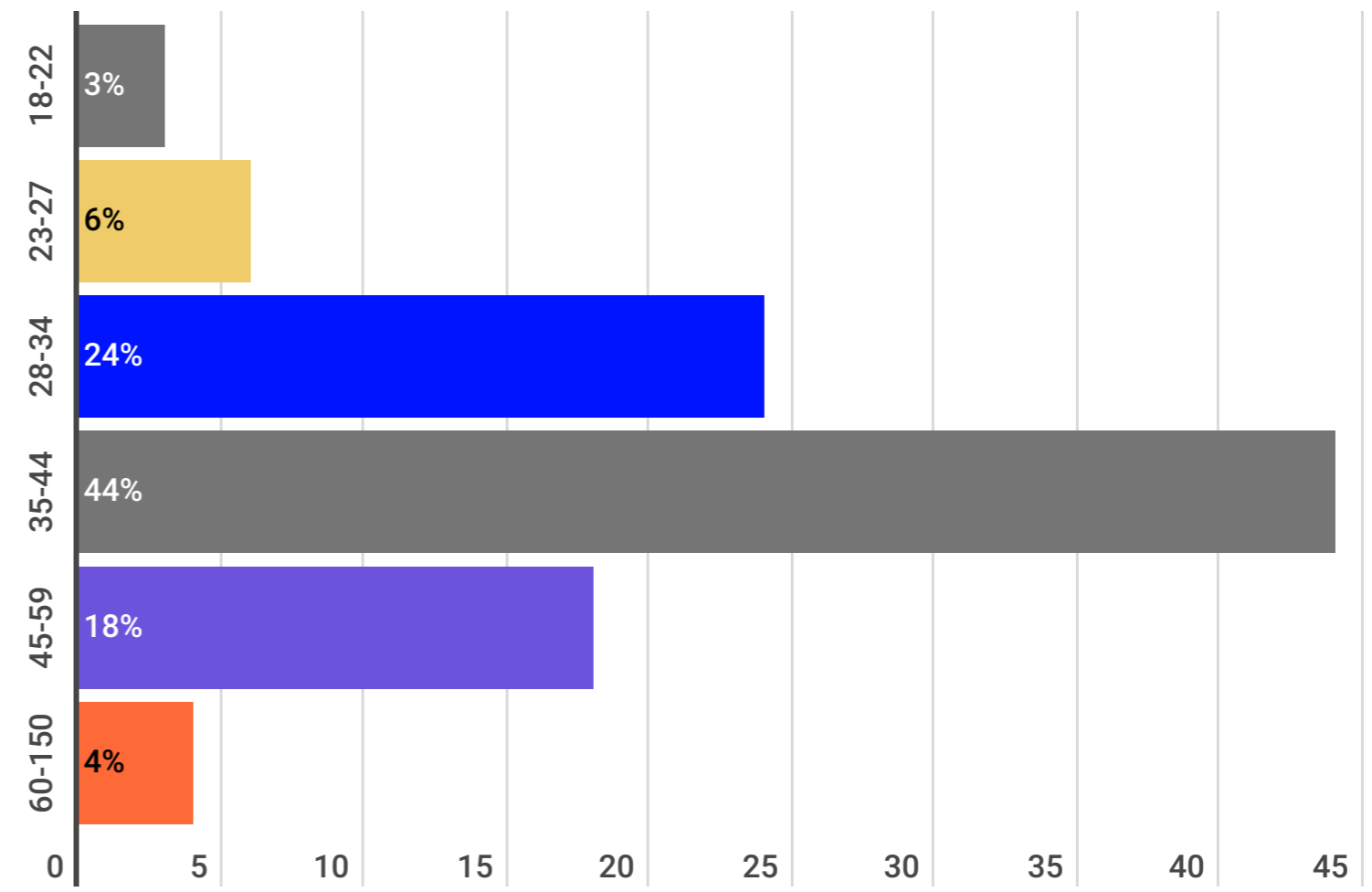
2

AUDIENCE INSIGHTS

• GENDER (Spotify Insights)



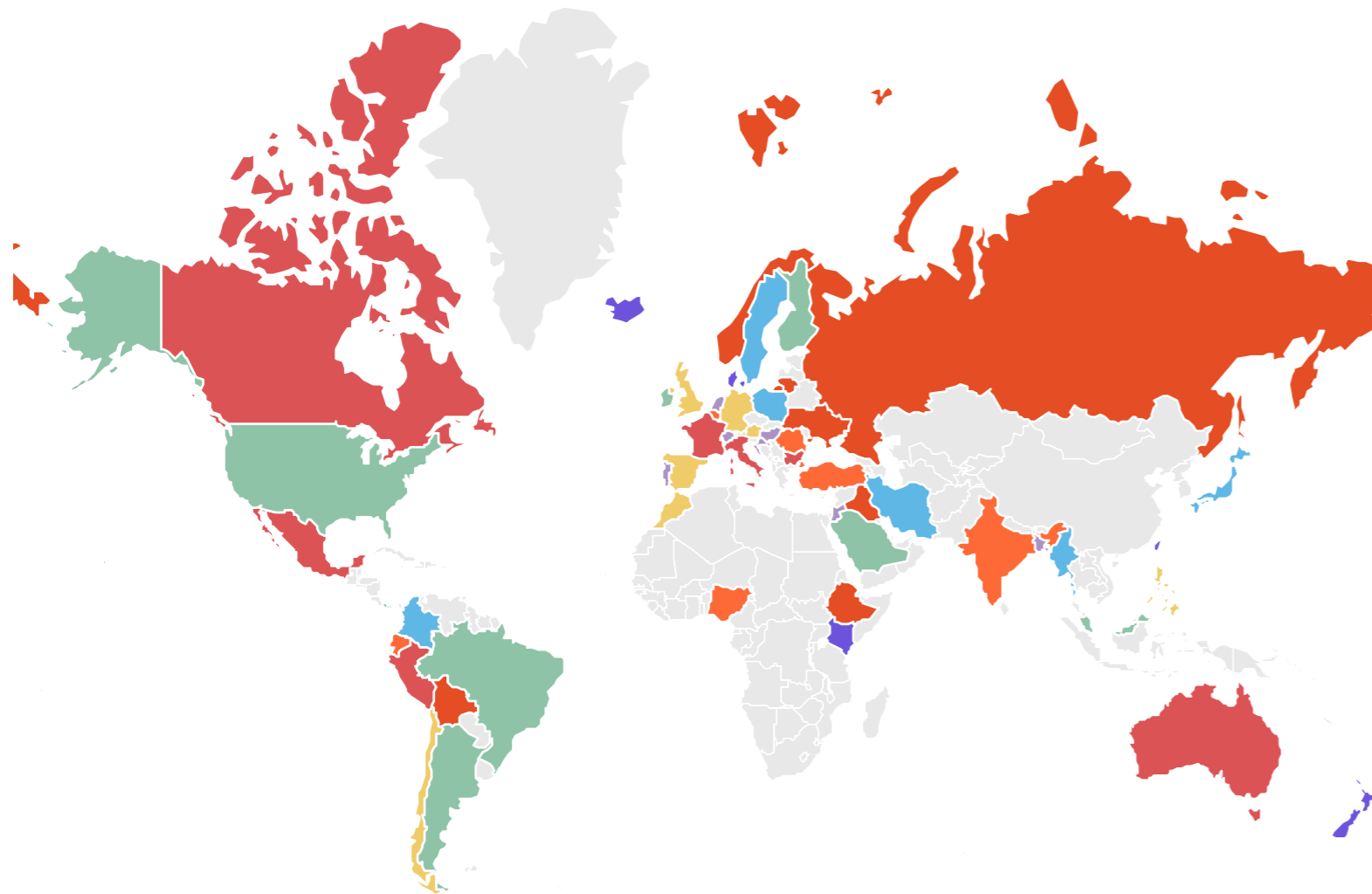
• AGE (Spotify Insights)



2

AUDIENCE INSIGHTS

• GEOGRAPHY (CUMULATIVE)



Top Countries:

- Canada: 6,105
- United States: 423
- Australia: 187
- United Kingdom: 91

Top Provinces:

- British Columbia: 2,148
- Ontario: 1,871
- Alberta: 667
- Quebec: 659

Analytics Storytelling:

We continue to see that Nice Genes! has exceptional international appeal. It's now being listened to in over 60+ countries, which means that from September to October, we gained listeners from over 30 countries!

Also, this month we included data that showcases where our listeners are located around the globe! Hover over the map to see how many listeners are in each highlighted country! This gives a taste of Nice Genes's broad reach and where we can continue to grow!



AUDIENCE BEHAVIOUR

Where is your audience finding you? What apps do they love?

3

AUDIENCE BEHAVIOUR



202

PEOPLE LISTENED ON THE
NICE GENES! PODCAST PAGE

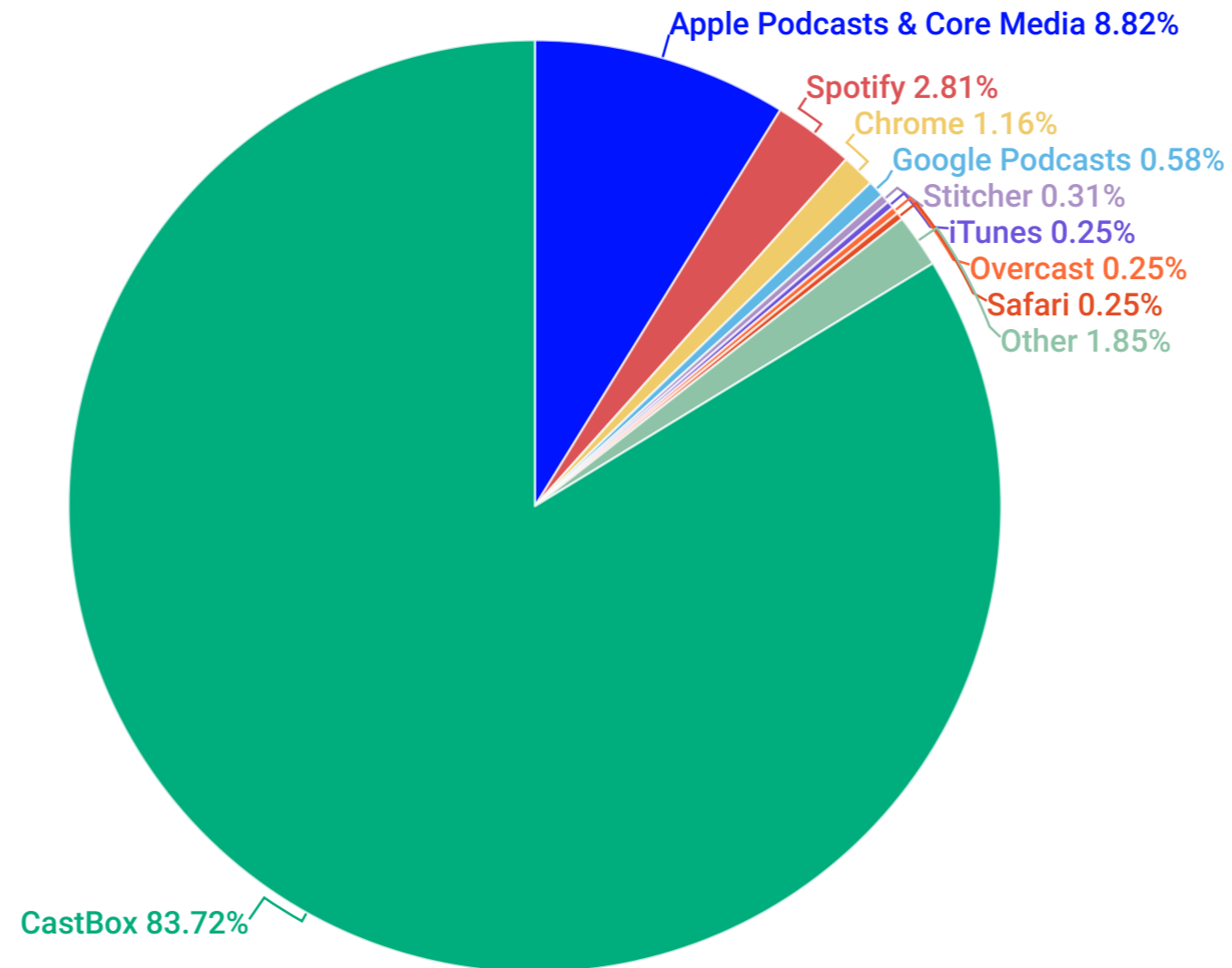
Analytics Storytelling:

202 people have come to the show directly from the Nice Genes! webpage throughout the production's lifetime.

3

AUDIENCE BEHAVIOUR

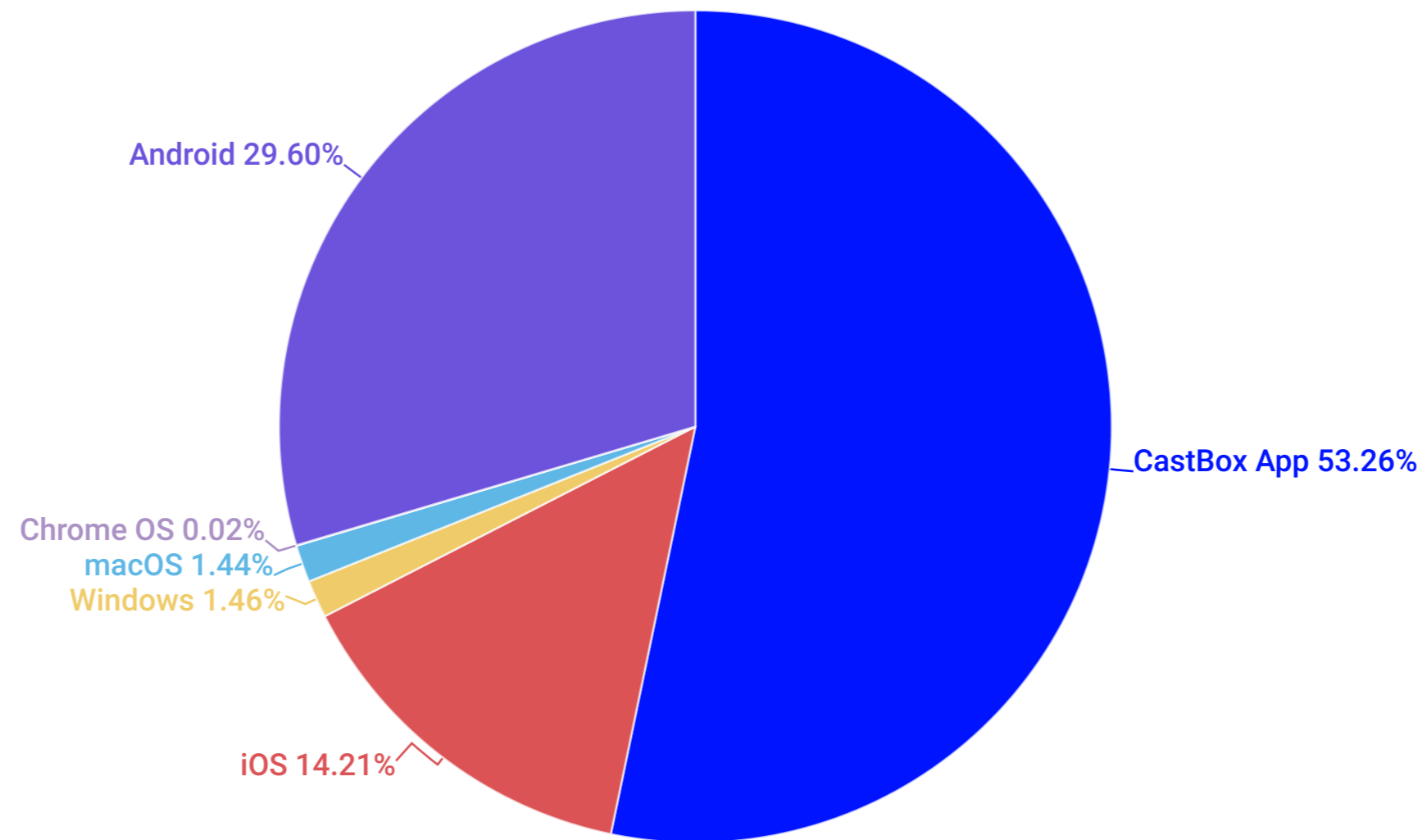
• WHAT APPS ARE LISTENERS USING THIS MONTH?



3

AUDIENCE BEHAVIOUR

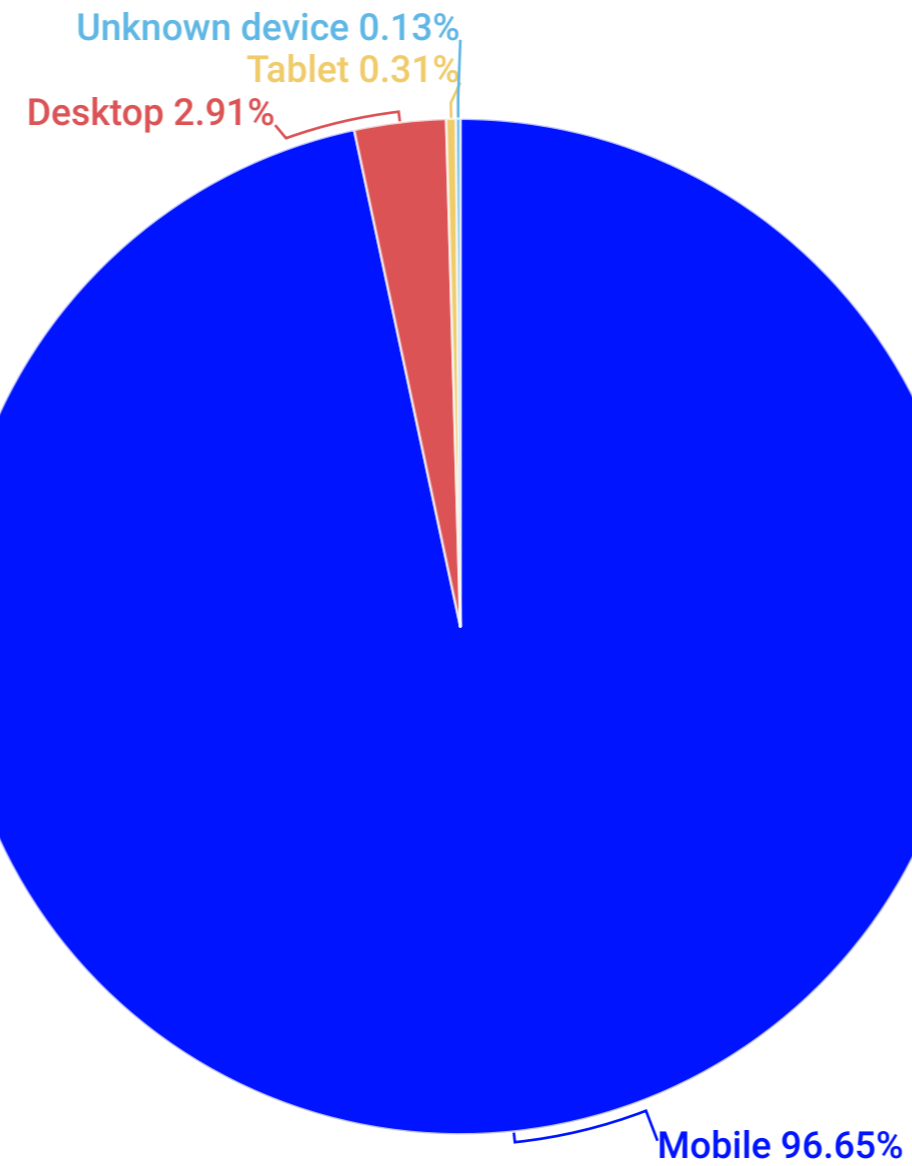
• WHAT PLATFORMS ARE LISTENERS USING THIS MONTH?



3

AUDIENCE BEHAVIOUR

• WHAT DEVICES ARE LISTENERS USING THIS MONTH?



4

FINAL THOUGHTS

What did we learn about our audience this month?

4

PRODUCER THOUGHTS

We have a gem here!

The strategy has aligned more closely with going to where our audience is. We placed efforts in promoting the show where potential audiences may be residing rather than where we hope to catch them, such as social media. By looking at the unique listens and demographics we've gathered new audiences who previously were unfamiliar with our show.

New audiences can feel scary because you wonder 'will they stick around for a full episode? Maybe it's not their cup of genomic tea.' Yet, by considering our larger listenership numbers this season alongside our consumption rate, we can see there has not been a dip in how long people are willing to listen to our episodes. In other words, we've opened the door wider for our 'sciency party', and people are sticking around because they like what they see.

We have quality production and the ideation development we put into creating Season 2 so far is paying off. Well done all around!

4

FINAL THOUGHTS

This month, we had a tremendous influx of downloads. We saw an increase of over 1000% in downloads from September to October, while our two episodes saw an average consumption rate of 98%. These numbers show that the paid media campaign has been and continues to be an excellent success.

Traditionally during a paid campaign, shows see a drop in consumption across episodes as we're working to reach a broader audience that is often made up of a more generalized group of people and interests, so not everyone will listen to full episodes. It's a good experiment to find a fresh audience perspective. But what's fantastic about our numbers is that we not only saw an increase in downloads, we saw an increase in retention and listener engagement! To echo Sean's words, we have a gem here!

Something else to note is that when we release episodes during a paid media campaign or cross-promotion, we will see shifts in our traditional audience, including during our most recent CastBox buy. During the campaign, we often see non-traditional shifts in education and household income. This makes sense as we were trying to reach a new audience vs. our organic listeners. While the new listeners settle into the show and we continue outreach, we'll see these fluctuations in numbers occasionally.

Overall, we had a very successful month and pulled some intriguing listener data. Based on October's numbers, the most recent episodes have attracted a younger demographic of listeners, particularly femme-identifying folk between the ages of 28-44, which is a big chunk of our target demographic!

Next month will be exciting as we dive into the series and see how our organic audience responds and grows, but until then, congratulations, Nice Genes!



THANK YOU!