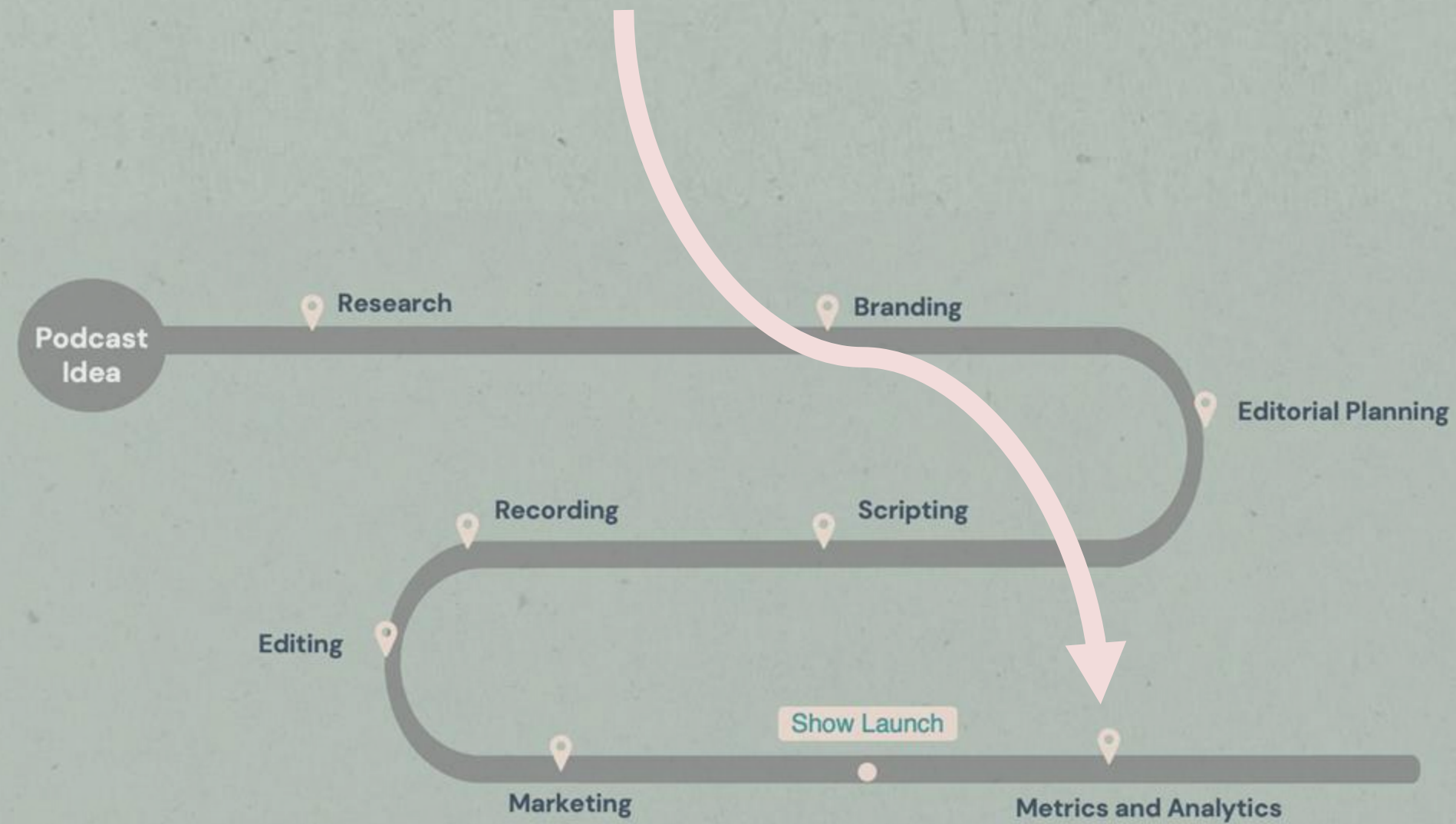


8. METRICS





How can I measure success?

As you finalize your show, it's time to plan how you will use data and other measures to gauge how you're doing. In this section you'll consider two different methods:

- **Quantitative:** Create a plan to capture and analyze numbers, while understanding benchmarks and standards.
- **Qualitative:** Develop a plan to collect reviews, comments, and other measures.



A professional microphone with a black foam windscreen is mounted on a black stand. The microphone is positioned horizontally, and the stand is visible below it. The background is a solid, vibrant red color. The lighting is soft, highlighting the texture of the microphone's windscreen and the metallic parts of the stand.

Metrics

WORKBOOK

Goals

Bring back your original goals from Part 1.

Numbers

What data would you like to collect to see how you're reaching goals?

Descriptions

What other information would you like to collect?

Cadence

How often would you like to gather metrics?

QUANTITATIVE MEASURES

Collecting numbers will be a helpful method of gauging engagement and change over time.

But numbers don't work in a vacuum: You'll also need perspective.

So you'll need to collect:

Data

Your hosting provider will collect episode downloads, unique listeners, top listen locations, and other numbers.



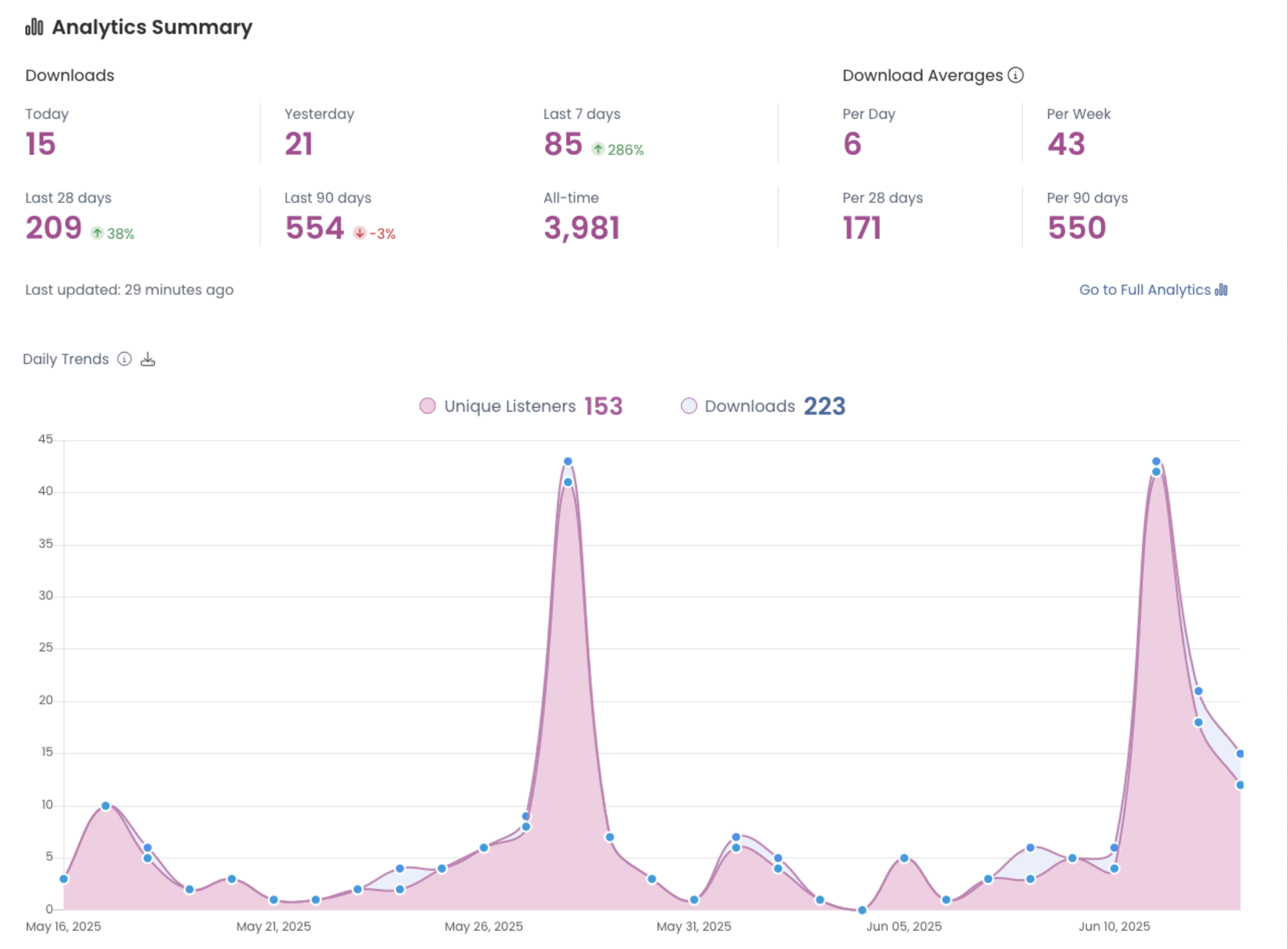
Benchmarks

To understand these numbers, you'll want to compare industry standards and other shows.



DATA

Each hosting provider will have a slightly different take on capturing data. But generally, all will capture episode downloads, unique listeners, averages, and change. Here’s an example of data available:

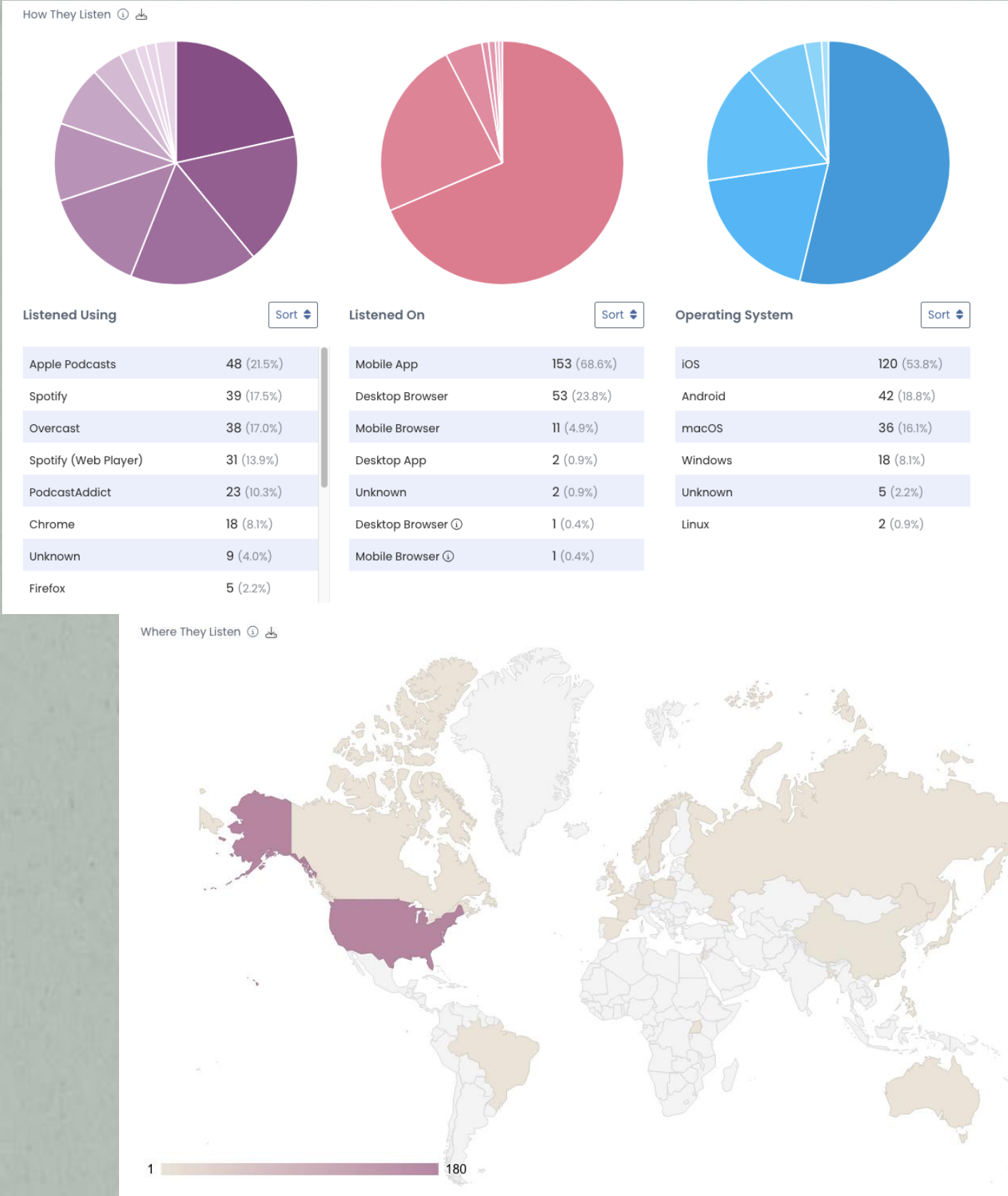


Daily Trends ⓘ

Unique Listeners **153**

Downloads **223**

Date	Unique Listeners	Downloads
May 16, 2025	3	3
May 17, 2025	10	10
May 18, 2025	5	5
May 19, 2025	2	2
May 20, 2025	3	3
May 21, 2025	1	1
May 22, 2025	2	2
May 23, 2025	4	4
May 24, 2025	2	2
May 25, 2025	4	4
May 26, 2025	6	6
May 27, 2025	8	8
May 28, 2025	42	42
May 29, 2025	7	7
May 30, 2025	3	3
May 31, 2025	1	1
Jun 01, 2025	6	6
Jun 02, 2025	4	4
Jun 03, 2025	1	1
Jun 04, 2025	5	5
Jun 05, 2025	1	1
Jun 06, 2025	3	3
Jun 07, 2025	6	6
Jun 08, 2025	3	3
Jun 09, 2025	5	5
Jun 10, 2025	42	42
Jun 11, 2025	21	21
Jun 12, 2025	18	18
Jun 13, 2025	15	15
Jun 14, 2025	12	12



DATA: BENCHMARKS

What do your numbers mean in context? Benchmark data is notoriously hard to gather for podcasts. But some general things to keep in mind:

Long vs Short Content

Don't compare your podcast numbers to social media or email newsletter views. Podcasts are long-form content, verses the short form hits of social media and other tools.

Relativity

Your podcast data will rely heavily on your topic and niche. If you're covering a lesser-known topic, you may have less of an audience to target.

Privacy

You don't have to share your numbers with anyone! And most shows don't, unless they are trying to demonstrate value to potential sponsors and advertisers.

But what about numbers?

Buzzsprout is one of the biggest hosts in the world, with over 120,000 active shows.

So they can analyze their shows and give a good picture of industry-wide data. According to them:

Episode Downloads (First 7 Days) i	
Top 1% of podcasts	4,748
Top 5%	1,063
Top 10%	441
Top 25%	108
Top 50% (Median podcast)	29

If your episode earned 29 downloads in the first week of release, your show is in the top 50% of all podcasts.

Data current as of Nov 2025; most recent data can be found at www.buzzsprout.com/stats.

DATA: OTHER SOURCES

Episode activity isn't the only quantitative method you can use. Consider these measures:





QUALITATIVE MEASURES

How else can you measure your show's success?

Reviews and Ratings

If your listeners are leaving positive ratings or reviews in their podcast player, you're creating something great! Plus, reviews and ratings can attract more listeners.

Growth

Are your numbers growing over time? That's a sign that your message is reaching more people, and they're finding it valuable.

Skills

Do you feel more confident in your skills? Is your audio and production improving? These subjective measures show great signs of quality.

Caliber

Are you getting good guests? Are your listeners commenting on the content? Are you and team building niche expertise? All great signs!

Metrics

With all you've learned about data and measurement, let's get specific! List the kinds of metrics you'd like to collect, and how you'll do it:

[illegible]

NEXT STEPS

You've come so far!

In our final section, we'll explore running your show over the long term.

