

Podcast KPIs to Track for B2B Brands

What KPIs Should You Track in B2B Podcasting?

KPI	What It Measures	Why It Matters
Monthly Listens/Downloads	Audience reach and growth	Helps track visibility over time
Listener Retention %	Engagement—how long people stay tuned in	High retention indicates strong content alignment
CTA Clickthrough Rate (CTR)	How often listeners engage with your calls-to-action	Shows if content is driving action
Lead Conversion Rate	% of listeners who become known contacts	Helps measure lead gen effectiveness
Guest-to-Opportunity Rate	% of podcast guests that move into your sales funnel	Indicates podcast's role in ABM and biz dev strategy
Influenced Pipeline Value	Deals influenced by podcast interactions	Connects podcast efforts to revenue
Time-to-Pipeline Impact	Time between publishing and measurable impact	Tracks momentum and cycle length for ROI

How to Track These KPIs in HubSpot

- Use tracking URLs and forms for CTAs
- Create campaign tags for each episode or series
- Monitor contact activity pre- and post-episode engagement
- Add podcast-specific workflows to your nurture sequences
- Review influenced deals and touchpoints on contact timelines

How to Interpret Podcast Performance

- Focus on **progress over time**, not one-time spikes
- Consider your podcast's impact across **multiple departments** (marketing, sales, enablement)
- Factor in **repurposing value**—a single podcast episode can fuel multiple content assets

Internal Alignment Tip

Success doesn't mean millions of downloads. In B2B, it means high-quality conversations, shorter sales cycles, and stronger content that moves the needle.