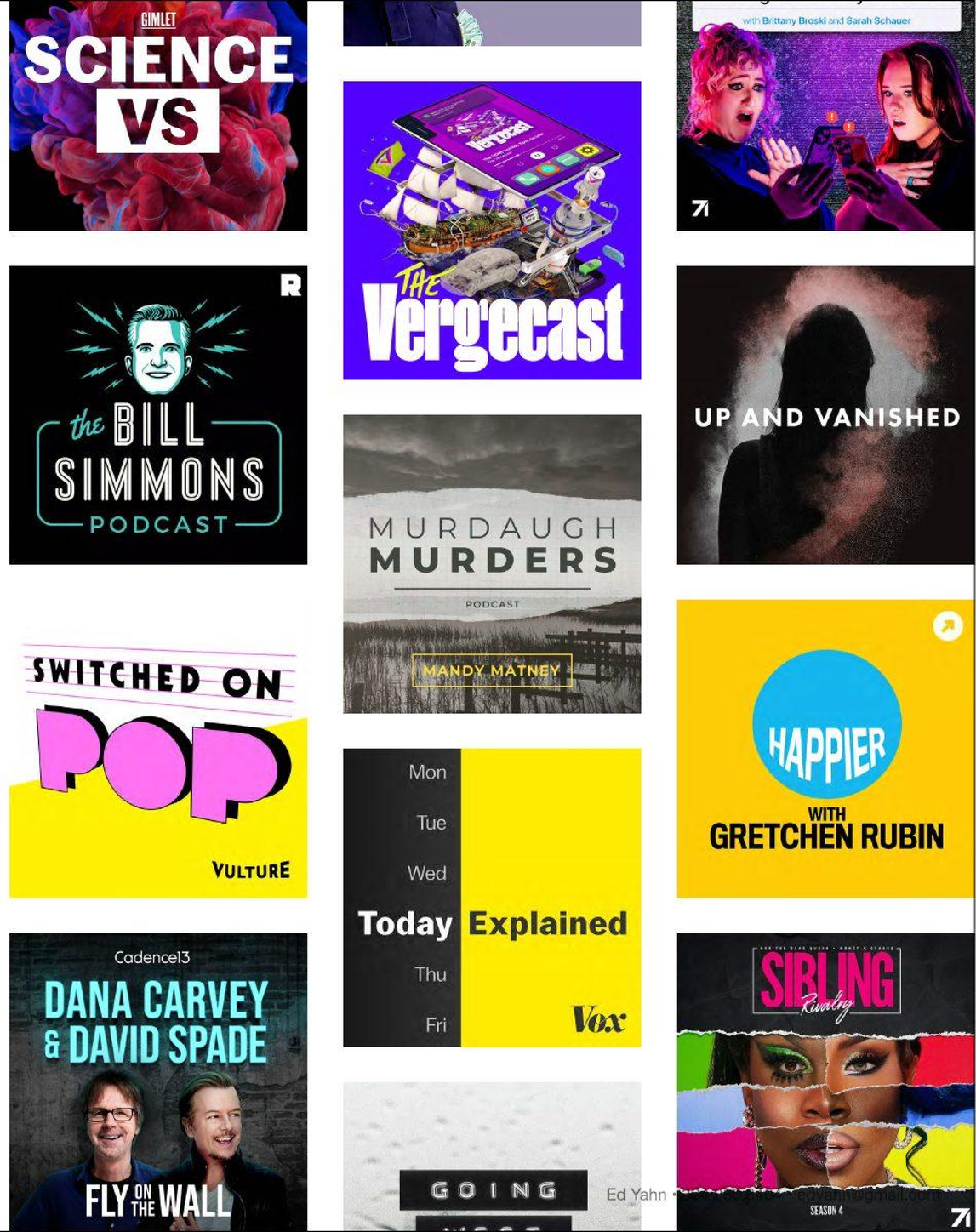
Helping creators manage their podcast business

Spotify
Business Podcast Products



Design led by Ed Yahn 2020-2023

Learn more about Design by Ed Yahn

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My journey

- From start-up to Spotify
- Growing the design team
- Shaping the direction
- Designing a best-in-class business product

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From start-up to Spotify

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Megaphone before the Spotify acquisition

Megaphone was a market-leading podcast platform that enterprise publishers used to **publish, promote, and monetize** their podcasts. Its tools let networks distribute shows across podcast apps, target and dynamically insert ads, grow audiences, and track performance.

1 in 3 podcasts delivered in the U.S. in 2020 were published on Megaphone.

I joined in early 2020 as **Head of Product Design**. At a startup led by engineering and ad sales that shipped quickly, my mandate was to build the design practice from the ground up, modernize the platform, and shape new features around how publishers, advertisers, marketers, and business leaders actually worked.



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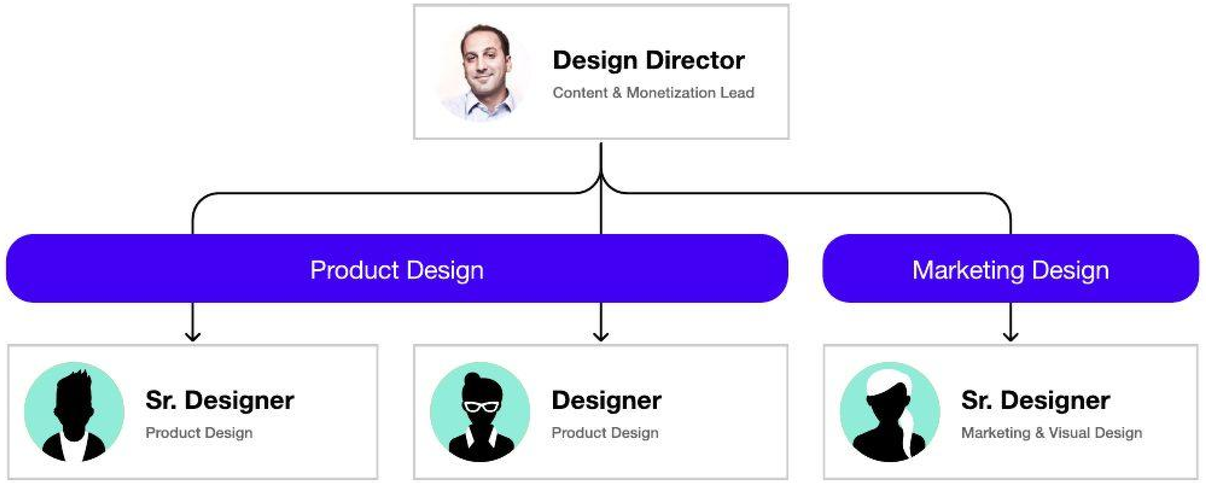
Building Megaphone's design team

A COVID hiring freeze put my plan to hire three product designers on hold. I partnered with our visual designer to support four product managers and the marketing team, taking on hands-on design work while coaching and building the practice remotely.

As the business grew, I reopened hiring midyear and brought on two senior product designers, doubling the team by year-end.

Megaphone



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Spotify acquires Megaphone



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From Megaphone Targeted Marketplace to Spotify Audience Network

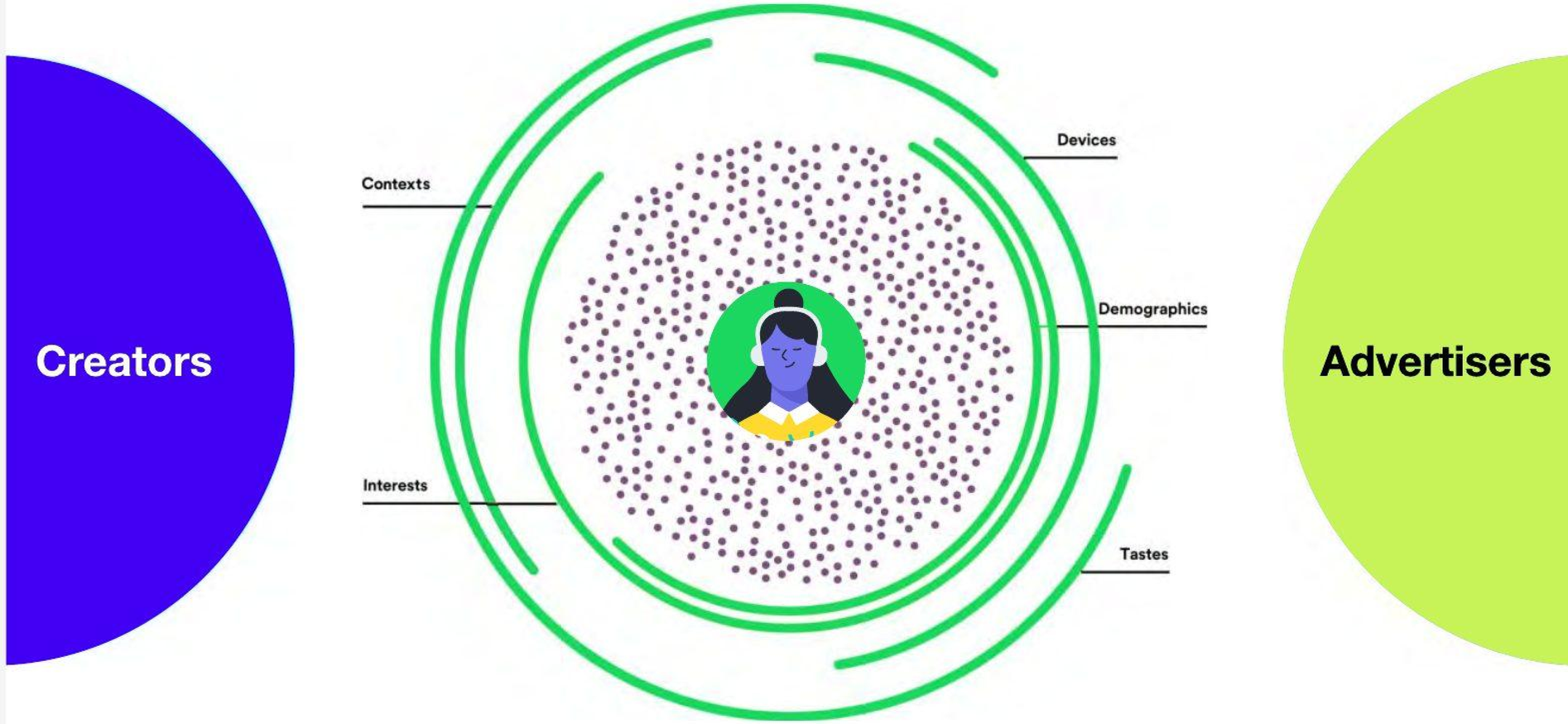
Spotify rebranded and expanded the **Megaphone Targeted Marketplace** as the **Spotify Audience Network (SPAN)**.

It pooled unsold ad inventory from creators using Spotify's tools and made it available to advertisers through Spotify's self-serve platform and sales team.

Megaphone's technology matched ads to listeners across creators' shows at scale, growing revenue and making Megaphone central to Spotify's podcast monetization strategy.

Our scope doubled overnight with the same team. We had to keep delivering for enterprise publishers while building new advertising capabilities for Spotify.

Spotify Audience Network



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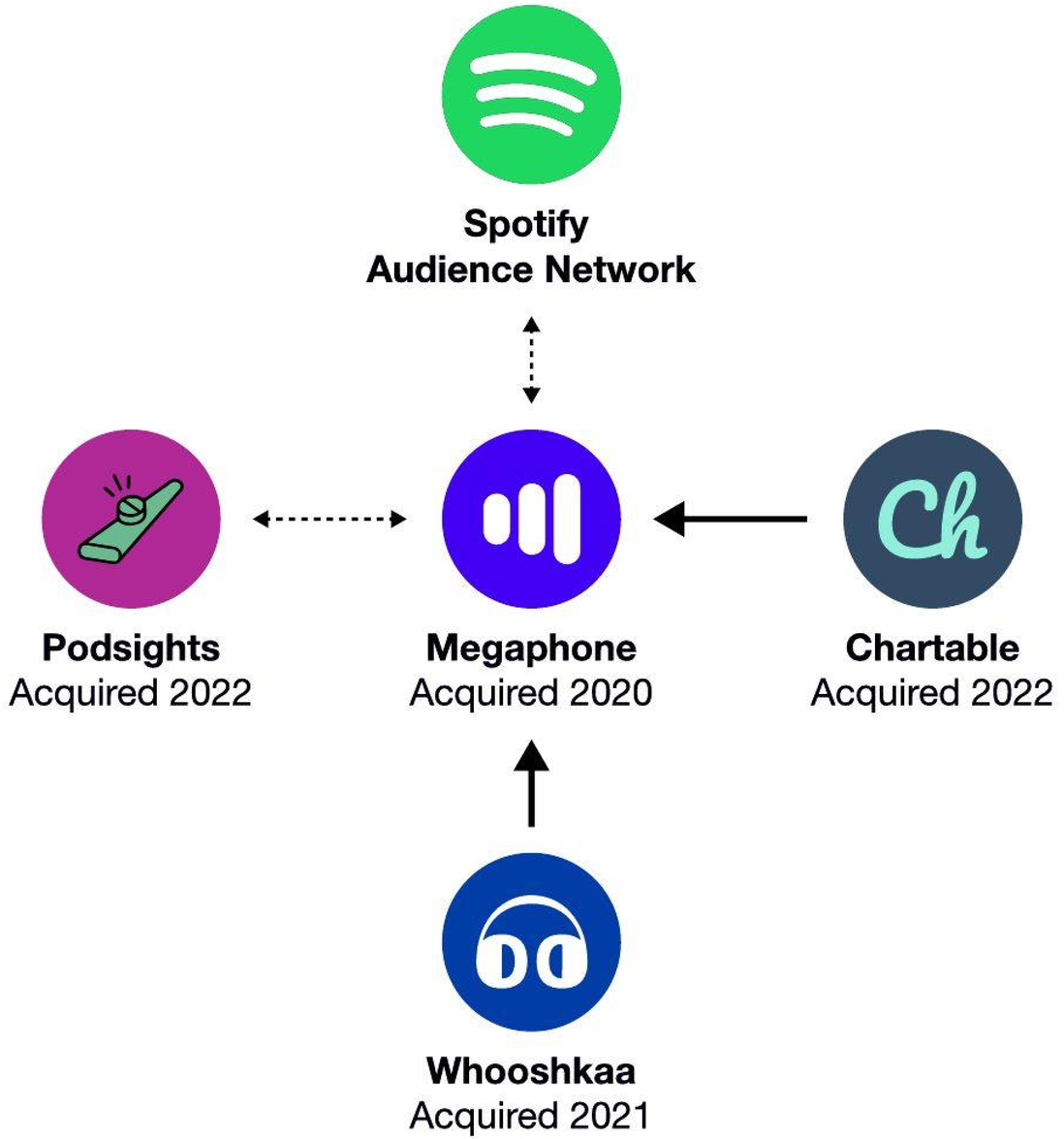
Three acquisitions expanded Spotify's podcast platform

After acquiring Megaphone, Spotify added three products to strengthen its publishing and advertising tools.

- **Whooshkaa** converted radio broadcasts into podcasts and added advanced audio editing.
- **Chartable** helped publishers measure audience growth.
- **Podsights** helped advertisers track campaign performance

We formed the Business Podcast Platform team to define how the products would fit together. Our initial plan was to bring Whooshkaa and Chartable into Megaphone and integrate Podsights into its advertising workflows.

Spotify



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How do we unify Spotify's podcasting tools?

Challenges

- Overlapping features
- Inconsistent design, content, & technology
- UX doesn't reflect how users want to work
- UI doesn't use Spotify's design system
- Publishers can't benefit from Spotify's streaming capabilities

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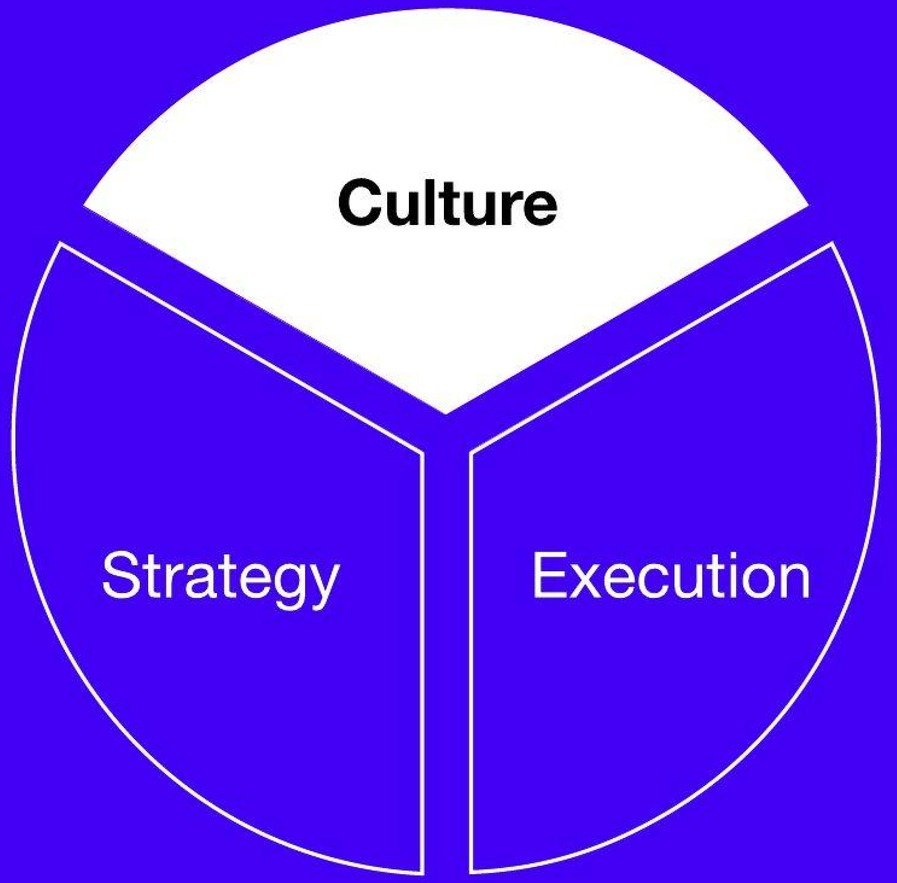
Growing the design team



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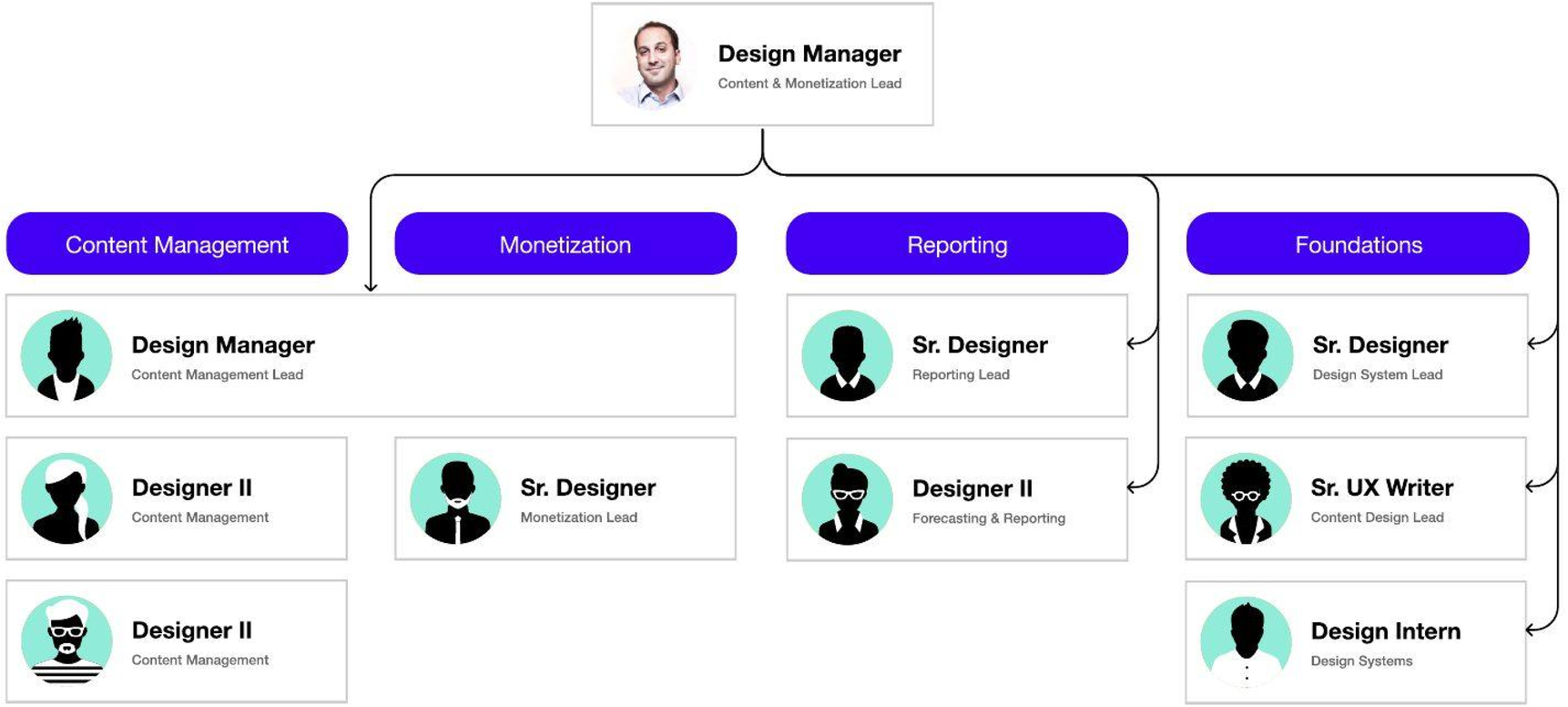
Tripling the design team in six months

Organized around customer journeys. I defined roles around product focus areas so designers could connect related features across squads.

Built mentorship into the team. I paired senior designers with earlier-career designers to support their growth.

Developed a new design manager. By late 2022, I had coached a senior product designer into management, expanding team oversight and giving me more time to focus on product strategy.

Spotify



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Building a team that could grow together

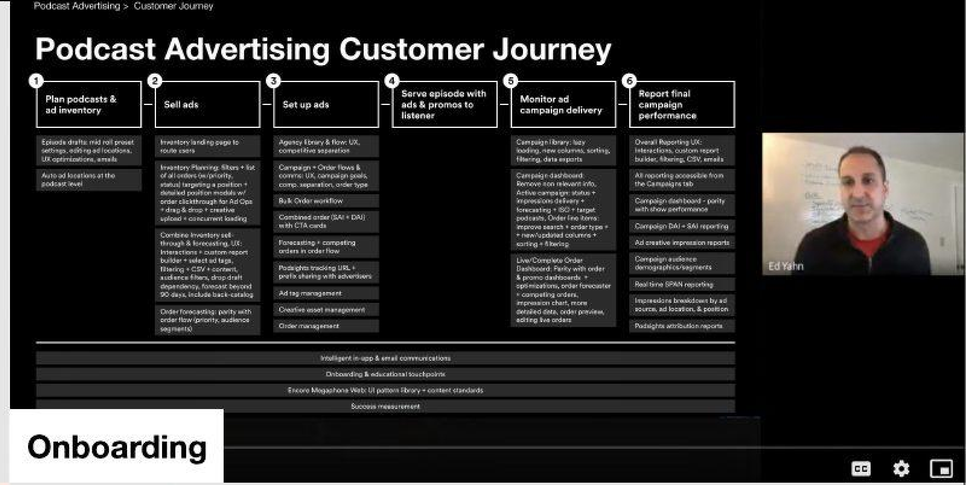
Hiring. I hired five product designers and a senior UX writer in six months. I wrote job descriptions and interview guides to build a team with complementary skills.

Onboarding. I built a shared hub for business context and customer research, led product demos and Q&As, and connected new hires with partners so they could start their own discovery.

Team culture. We used Personal Operating Guides to share how we each work best, weekly Team Time to check in, and in-person on-sites to build relationships across a remote team.

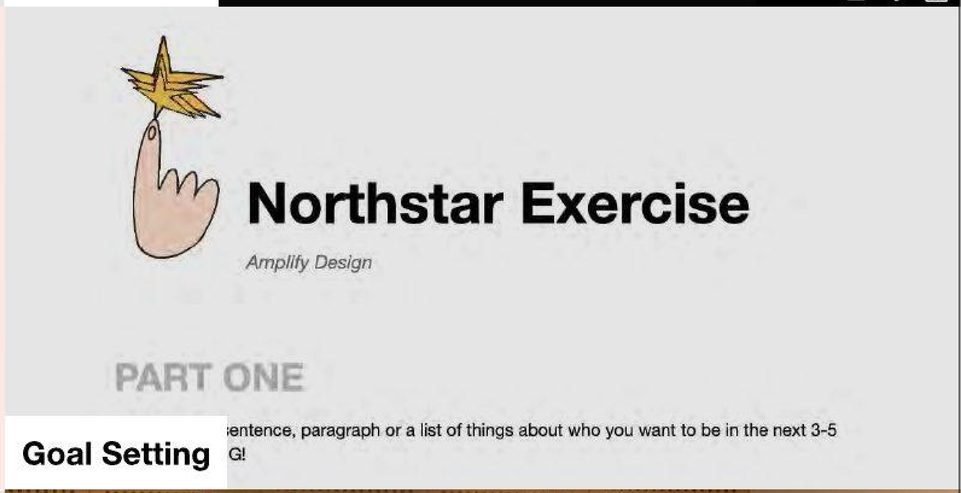
Career growth. I helped each designer define a Personal North Star and turn it into concrete goals. Weekly 1:1s and monthly goal reviews helped me tailor my coaching and gave designers a chance to give me feedback.

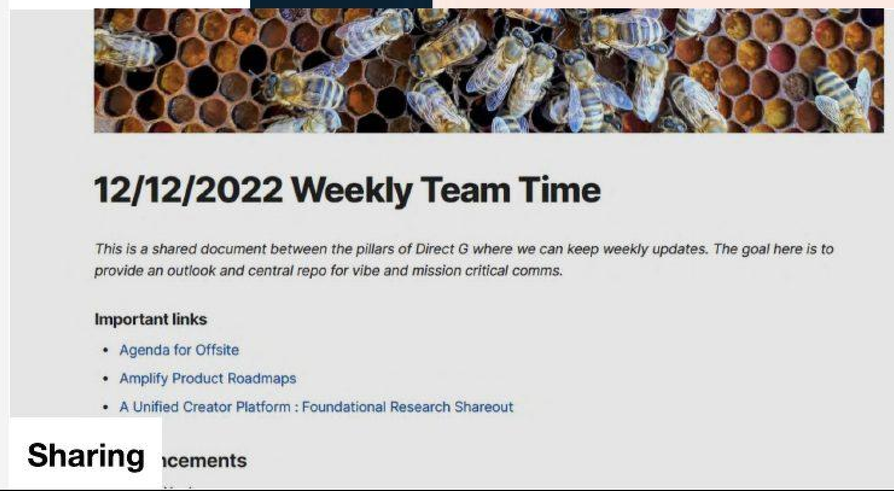














Keeping squads moving while shaping the product vision

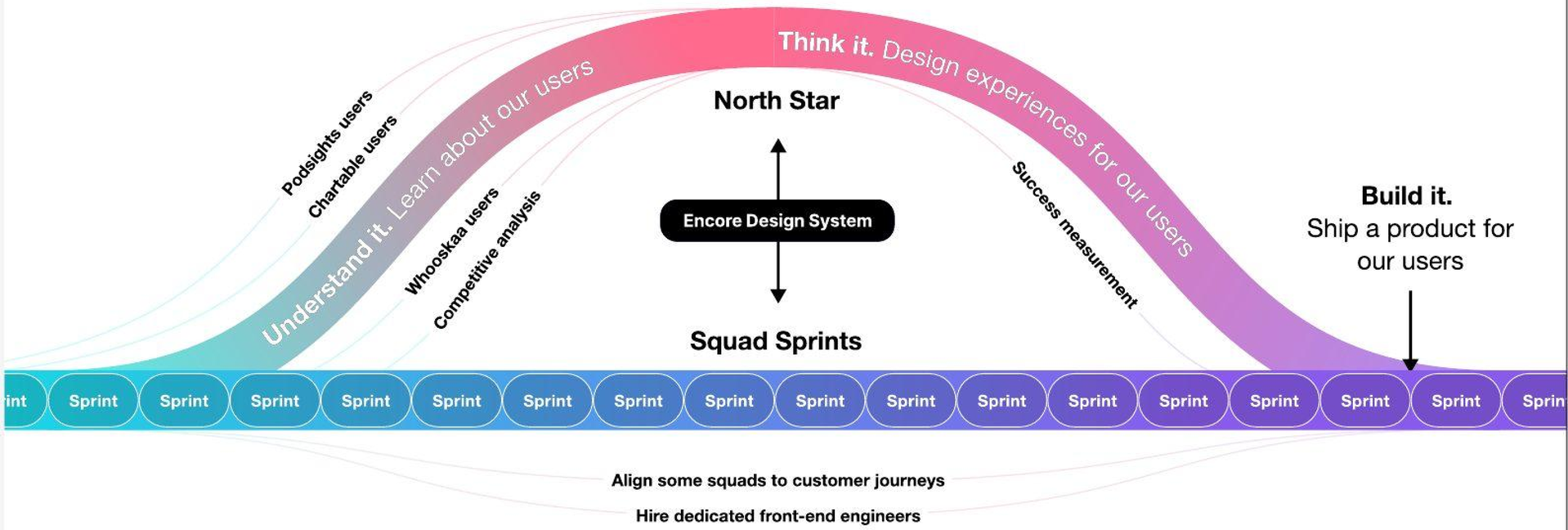
As pressure to ship grew, I established two parallel ways of working so designers could support near-term delivery and inform longer-term product decisions.

- **Design for delivery.** Work at squad pace while advocating for the best possible customer experience.
- **Design for the future.** Identify research opportunities and develop north-star concepts to inform product planning.

Spotify's Encore design system was the foundation for both. Designers used Encore components in every deliverable to support consistent adoption.

Design ways of working

Design quickly, adopt Spotify's design system, and prototype a vision for the future



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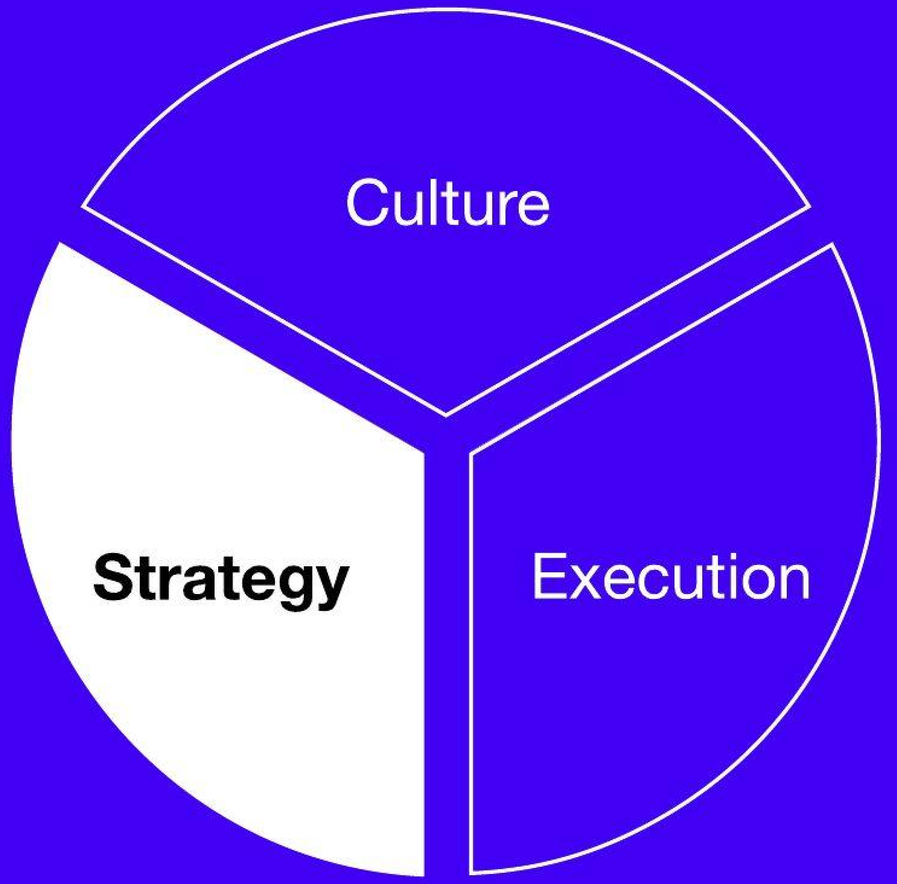
Shaping the direction



Building better podcast products for customers

- Understand the competitive marketplace for podcast tools
- Learn how podcast publishers run their business
- Design for the end users of our products
- Connect user experience to Spotify's top objectives
- Influence our product roadmap

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Understanding how enterprise podcast publishers work

Alongside squad delivery, designers explored how publishers run their businesses and where their tools help or get in the way.

- **Competitive analysis.** Compared workflows across podcast hosting products and explored how creator and advertiser platforms outside podcasting handled similar tasks.
- **User research.** Conducted ethnographic interviews and usability tests with internal teams and external customers across publishing and advertising roles.

Together, these findings showed how publishers use multiple tools to get work done, which features they rely on, and where workflows break down.

Competitive Analysis





















User Research





























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Nine personas provided a shared view of the podcast business

I turned our early research into **nine personas** that captured what each role was responsible for, which tools they used, and where they ran into friction.

We used the personas to onboard new hires and help designers frame customer problems. As the team grew, researchers and designers used them to plan more targeted studies and refine the profiles with new findings.

Campaign Manager



Also known as...

Campaign Manager,
Ad Traffic Manager

Work Environment:

- Desktop or laptop computers (mobile is nice, but not critical)
- Megaphone for podcast ads
- Google Ad Manager for display ads
- Collaboration tools like Asana, Slack, or Basecamp

About

Kyle is a part of his publisher's advertising team that books, monitors, and optimizes the ad campaigns and orders on behalf of their Advertiser clients. Based on predetermined insertion orders, he ensures that ads target the right shows or audiences, correctly delivers within flight dates, and meet impression goals. He can manage up to 200-300 campaigns per week.

Megaphone Use

- Super user of Megaphone.
- Sets up agencies, advertisers and campaigns.
- Books orders using a combination of complex features; mostly data entry, decisions are made during the sales process.
- Trafficks creatives to orders.
- Monitors order delivery.
- Makes adjustments if orders are over or under delivering.
- Sometimes: sets up ad inventory, forecasts impressions, pulls campaign performance reports.

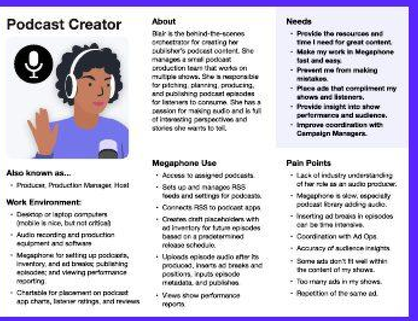
Needs

- **Give me more control.**
- **Make my job fast and easy.**
- **Prevent me from making mistakes.**
- **Keep me informed.**
- **Help me solve problems.**
- **Improve coordination with Account Managers, Producers, and Ad Creators.**

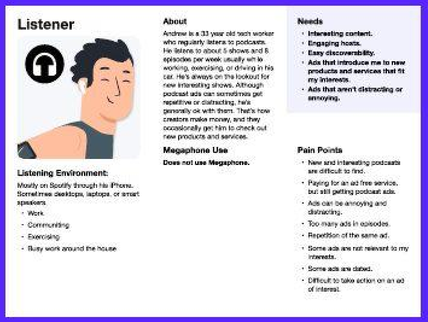
Pain Points

- Megaphone does not provide advanced booking features that are requested by clients.
- Megaphone is painfully slow.
- Megaphone is not intuitive to use.
- Time-consuming hacks and workarounds are required to execute on certain tasks.
- Managing a large number of campaigns can lead to mistakes & delivery problems.
- It's difficult to monitor campaign and order delivery.
- Coordination with Producers.



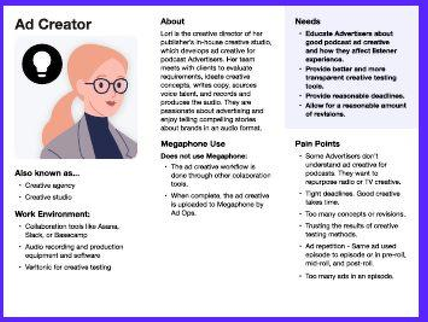












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Turning user needs into design principles

We identified what Megaphone users across publishing and advertising roles needed from their tools and translated those shared needs into design principles.

The principles helped us generate new ideas and evaluate design decisions against what mattered to users.



Turning customer journeys into product ideas

We mapped how enterprise podcast teams worked across our products at two levels of detail.

- **Detailed maps** helped us examine specific tasks and how people and tools interacted at each step.
- **High-level maps**, like the one shown here, gave teams a quick view of how a business unit operated.

In workshops with product partners, we used the maps to generate ideas for new features and UX improvements within squads and broader team.

Podcast Publishing

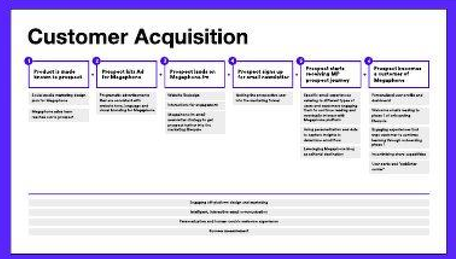
1 Plan podcasts & ad inventory	2 Produce episode	3 Record host-read ads (sponsorships)	4 Serve episode with ads & promos to listener	5 Monitor new episode peformance	6 Evaluate podcast performance & audience data
Episode drafts: mid roll preset settings, editing ad locations, UX optimizations, emails	Episode workflow UX	Allow links to Ad Copy cloud documents	Embeddable player UX	Podcast library: lazy loading, new columns, sorting, filtering	Overall Reporting UX: Interactions, custom report builder, filtering, CSV, emails
Auto ad locations at the podcast level	Episode video, polls, audio books (Anchor)	Improve the formating of Ad Copy Preview	Show page UX	Podcast dashboard: IA of options, display network & ad tags, performance & audience data, episode list columns, sorting, actions, calendar view	All show reporting accessible from the Podcasts tab
Aggregator feeds: special settings, pre & post feed audio, clip/episode importing, kill date/time on audio	Episode audio editing	Improve collaboration with the Ad Campaign Managers through intelligent communications		Live episode dashboard: Parity with order & promo dashboards + optimizations. Date + time published, performance chart customization, transcription, access to audio editor & ad locations, enhanced social sharing, enhanced Preview Episode page, access to clips	Spotify show streaming + download reports
Premium feeds: bulk, bundles, bonus episodes, org settings, meta data editing	Episode ad locations UX (manual and auto)				Podcast audience demographics
Broadcast to podcast (Whooshkaa)	Episode transcript generation				Listening trends
	Episode brand safety				Podcast charts & rankings
	Episode clip management				Podcast reviews
	Promo episode				
	Optimize Ad / Promo features in episode/draft flows				

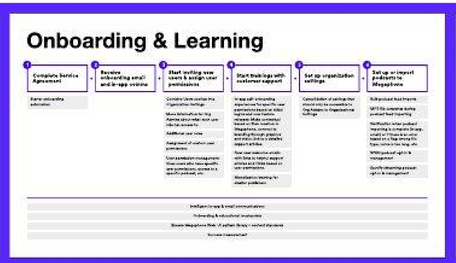
Intelligent in-app & email communications

Onboarding & educational touchpoints

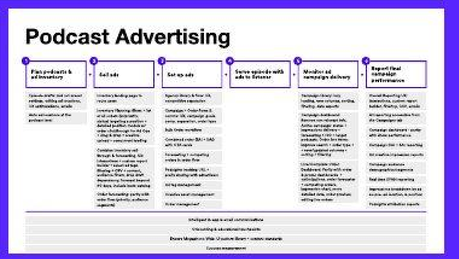
Encore Megaphone Web: UI pattern library + content standards

Success measurement









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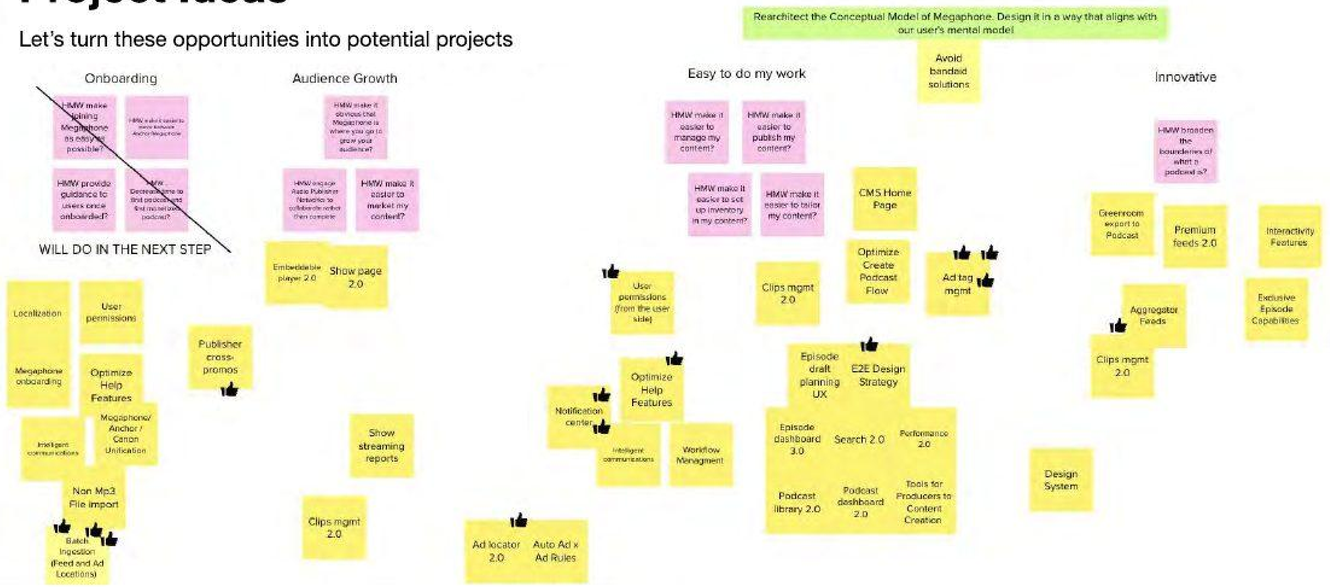
Giving UX a voice in roadmap planning

Planning focused primarily on what engineering would build.
I partnered with agile coaches and cross-functional leads to introduce **Big Room Planning**, a shared forum where designers and other stakeholders could propose projects and influence engineering priorities.

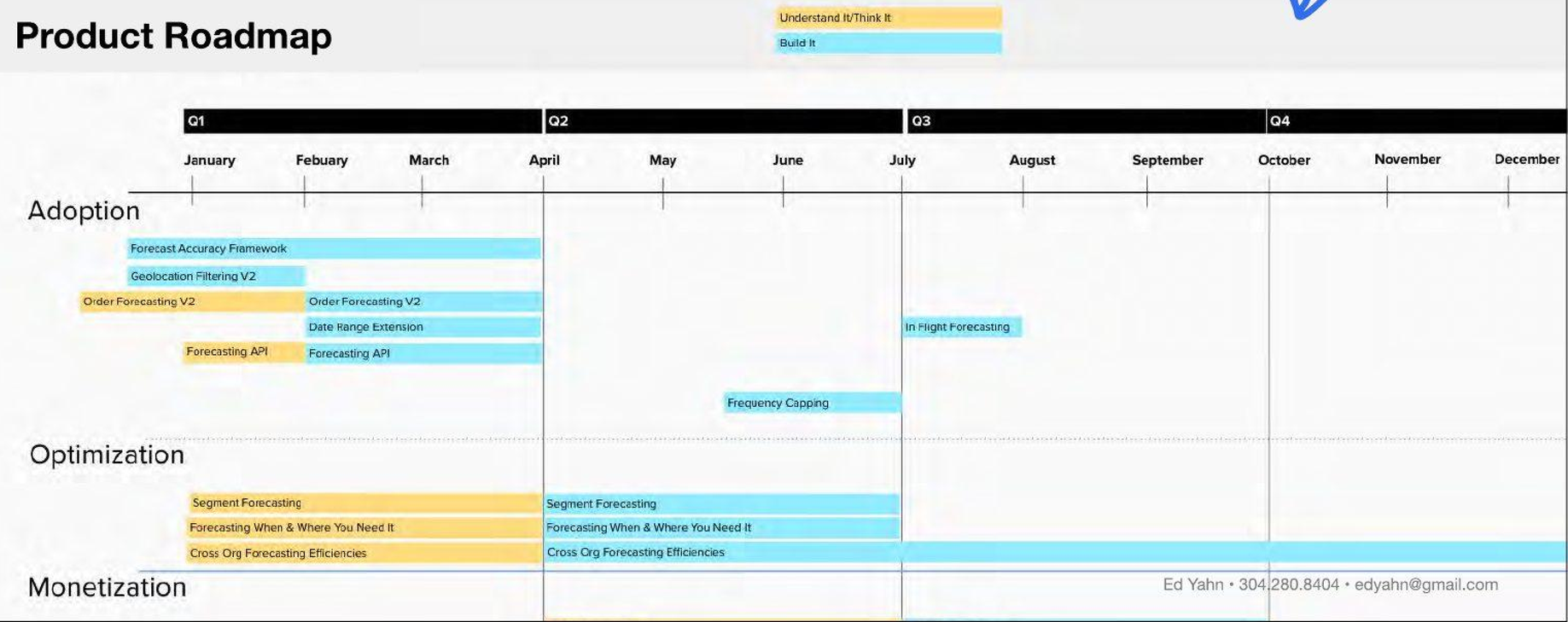
The new format surfaced ideas from across squads and helped teams account for research and design time alongside development.

Project Ideas

Let's turn these opportunities into potential projects



Product Roadmap



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Unify podcast products through the design system

- Create modern, consistent experiences across Spotify's podcast tools
- Gain efficiency & time-savings when creating new features
- Offload maintenance of components to the Encore design system team
- Expedite onboarding & rotation of designers & engineers across squads
- Provide greater agility for future brand or UI updates

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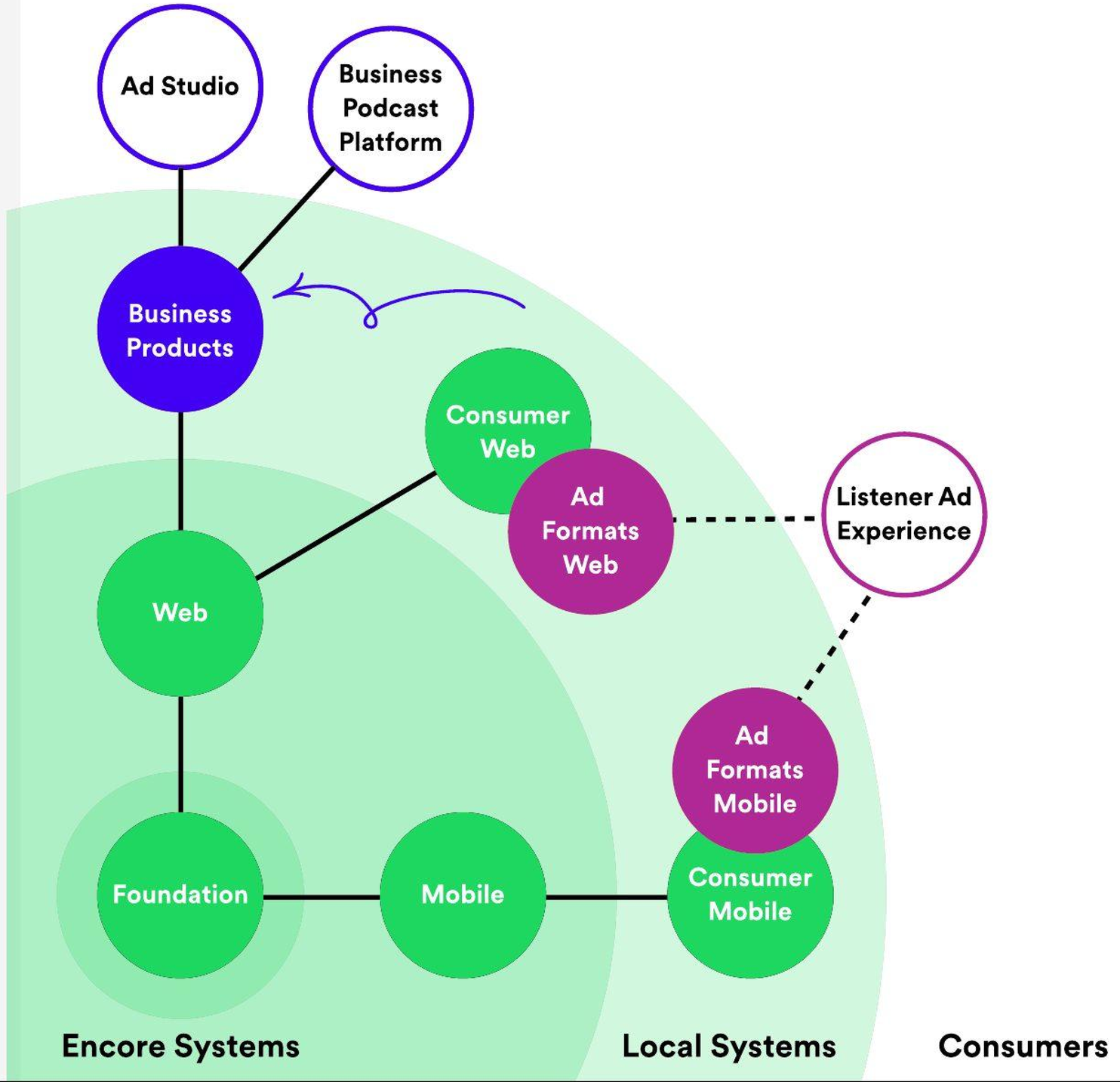
Extending Spotify's Encore Design System for Business Products

I helped secure approval for **Business Foundations** as a top company bet and represented the **Business Podcast Platform** team to ensure the system addressed podcast publishers' needs.

We partnered with the Encore team to create a **design system branch for business tools**. It gave squads a common UI foundation so they could design, build, and test faster while delivering consistent, accessible experiences.

Business goal. Support Spotify's €5B ad revenue target by making it easier for teams to launch and test new ad experiences.



Making “Spotification” a top-10 initiative

Building on our design work, I secured a **top-10 spot on the roadmap** to modernize Spotify’s business podcast products. The initiative brought together Encore design system adoption, shared content standards, UX enhancements, and product measurement.

I became the **only leader outside Product Management to own a top initiative** in the Business Podcast Platform. I aligned design, product, engineering, and data science leads on the strategy and tracked commitments in Jira Align so squads prioritized the work in sprint planning.

Spotify Company OKRs

Leverage Core Business, Music, and **Podcast** to achieve 20% revenue growth by delivering a better Free experience & more valuable Premium experience for users, so we can improve monetizing both.

↓

Amplify Business Unit OKRs

Platform Debt: Address tech & design debt. **Implement the Encore design system** & new architecture to allow for 20% reduction in time spent building new features & triaging bugs. **Reduce time to book orders by 10% via integration of acquisitions & improved business systems & processes**.

↓

Product Area Initiatives

Spotification: Business Podcast Products design system, content standards, UX improvements, & product measurement.



Initiative Owner
OVERSIGHT + DESIGN



Product Lead
PLATFORM



Engineering Lead
PLATFORM



Data Science Lead
PRODUCT MEASUREMENT

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Shared components & content standards

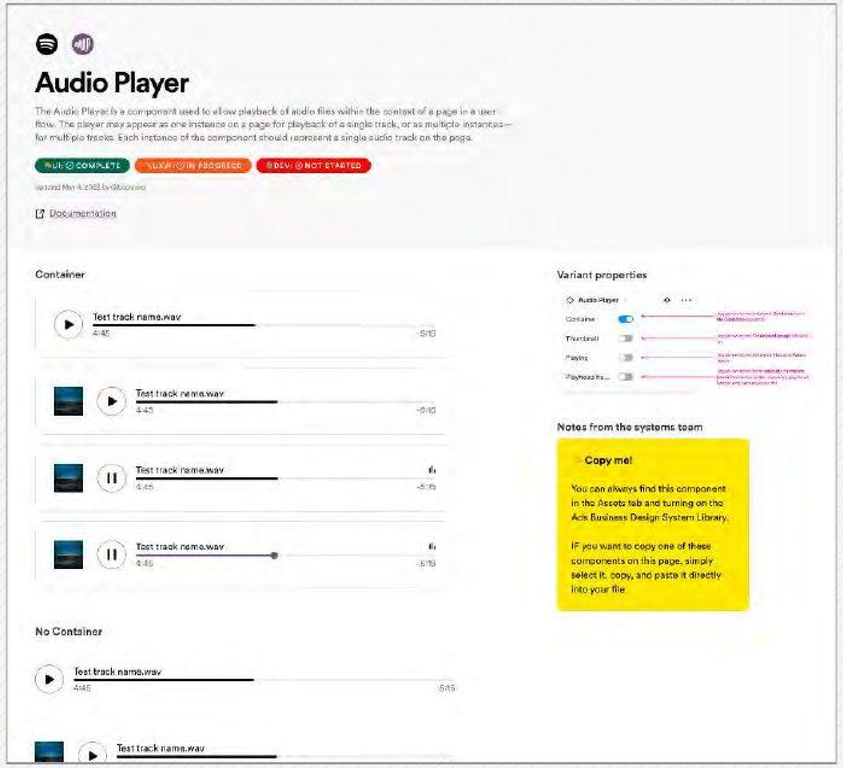
We formed a **Tiger Team** of designers, front-end engineers, and UX writers to bring together design system work across Ad Formats, Ad Studio, and Business Podcast Platform.

The team focused on shared UI components, documentation, and content standards.

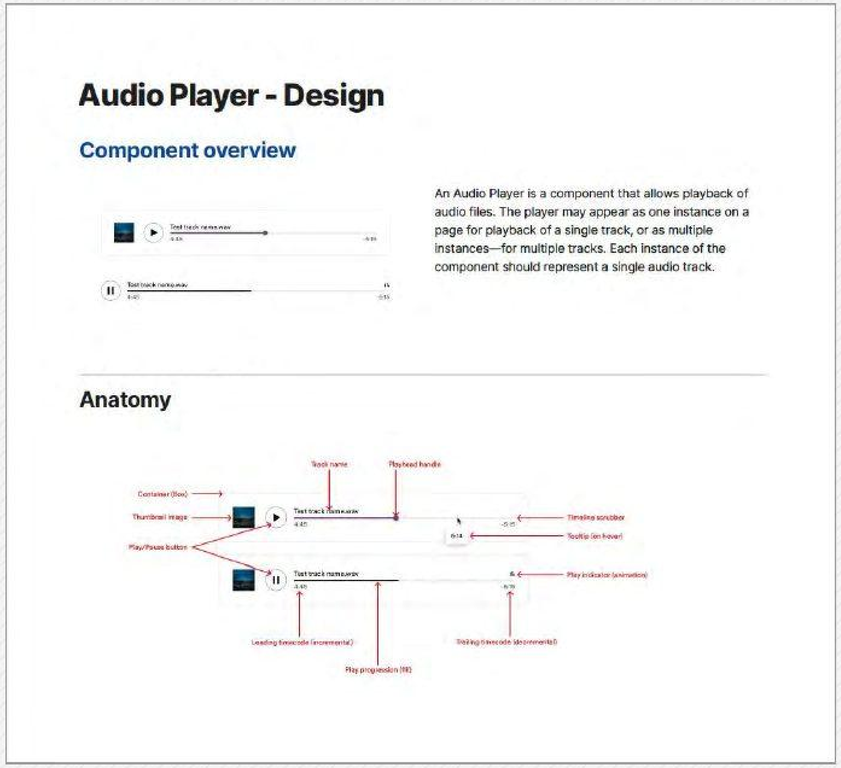
UI components. Identified 37 reusable components shared by Business Podcast Products and Ad Studio. The work set a standard for building future components across our podcast products.

Content standards. Defined standards for terminology, language patterns, voice, and tone. UX Writers on Business Podcast Products and Ad Studio audited key terms to lay the groundwork for a shared glossary across products.

Component Design in Figma



Documentation in Coda



Content standards: Aligning on terminology

	Current Terms	Current definition	Term category	Source	Overlap
1	"Always On" Podcasts	Shows that have a consistent publishing sc...		Megaphone Internal Glossary	Unique
2	"Long tail" of podcasts	Refers to the podcasts with high-quality co...		Megaphone Internal Glossary	Unique
3	7d launch	Total number of downloads 7 days after lau...		Chartable	Unique
4	60d launch	Total number of downloads 60 days after la...		Chartable	Unique
5	301 Redirect	A 301 redirect is a permanent redirect of an...		Megaphone Site Glossary	Unique
6	accelerated pacing	The manner in which orders or impressions...		Megaphone UI (termbase entri...	Unique
7	action			Megaphone UI (termbase entri...	Unique
8	Ad Copy	How the advertiser would like the publisher...		Megaphone Internal Glossary	Duplicate

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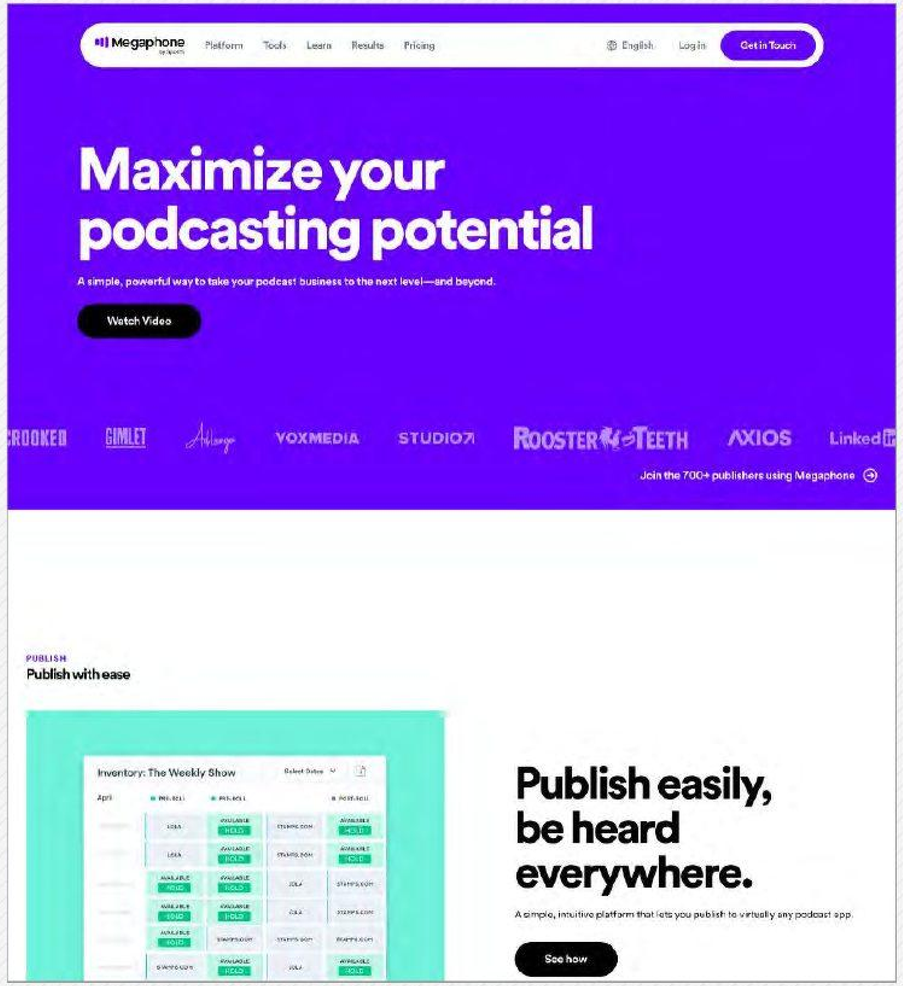
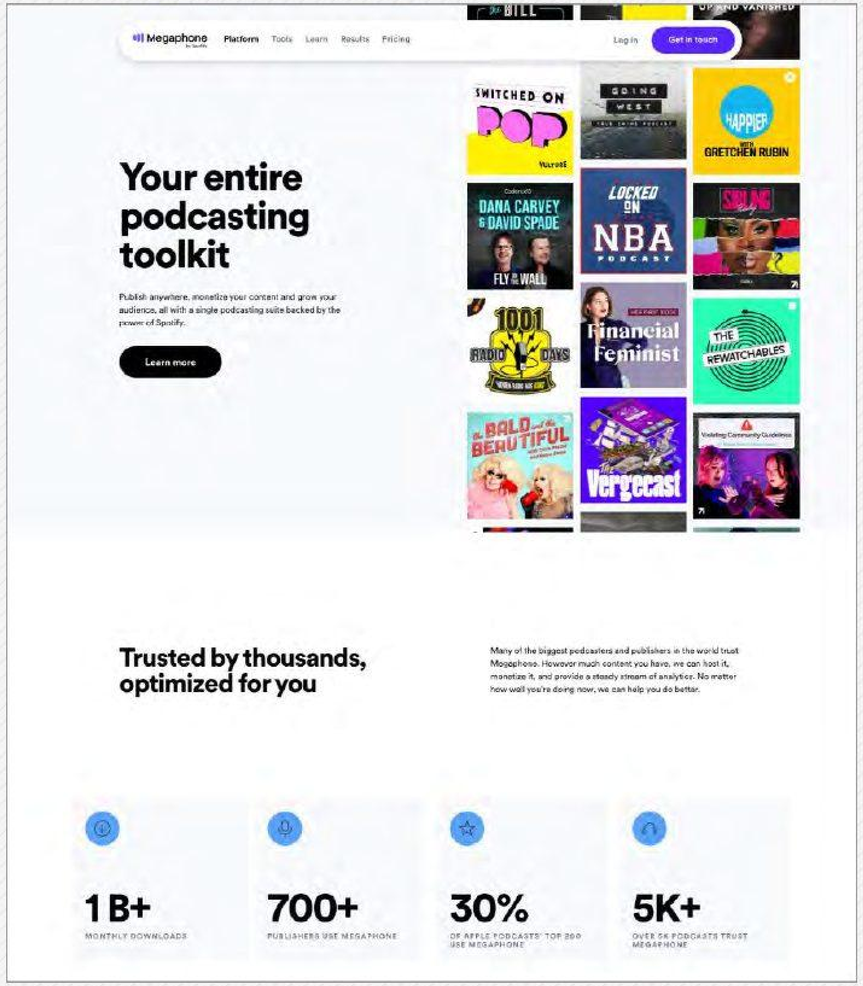
Megaphone.fm Introducing Megaphone by Spotify

We launched a **redesigned Megaphone.fm**, introducing the updated **Megaphone by Spotify** brand.

We partnered with an external agency to shape the visual direction, guide the graphics, and bring in elements of Spotify's Encore design system while preserving Megaphone's distinct identity.





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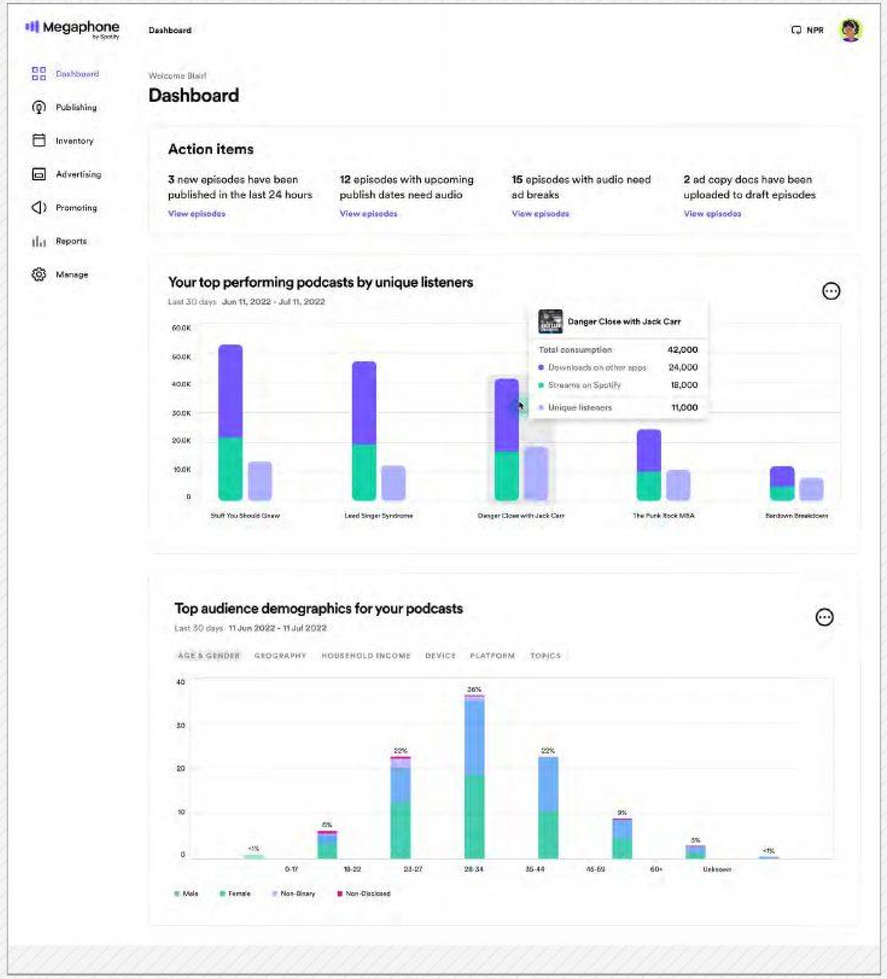
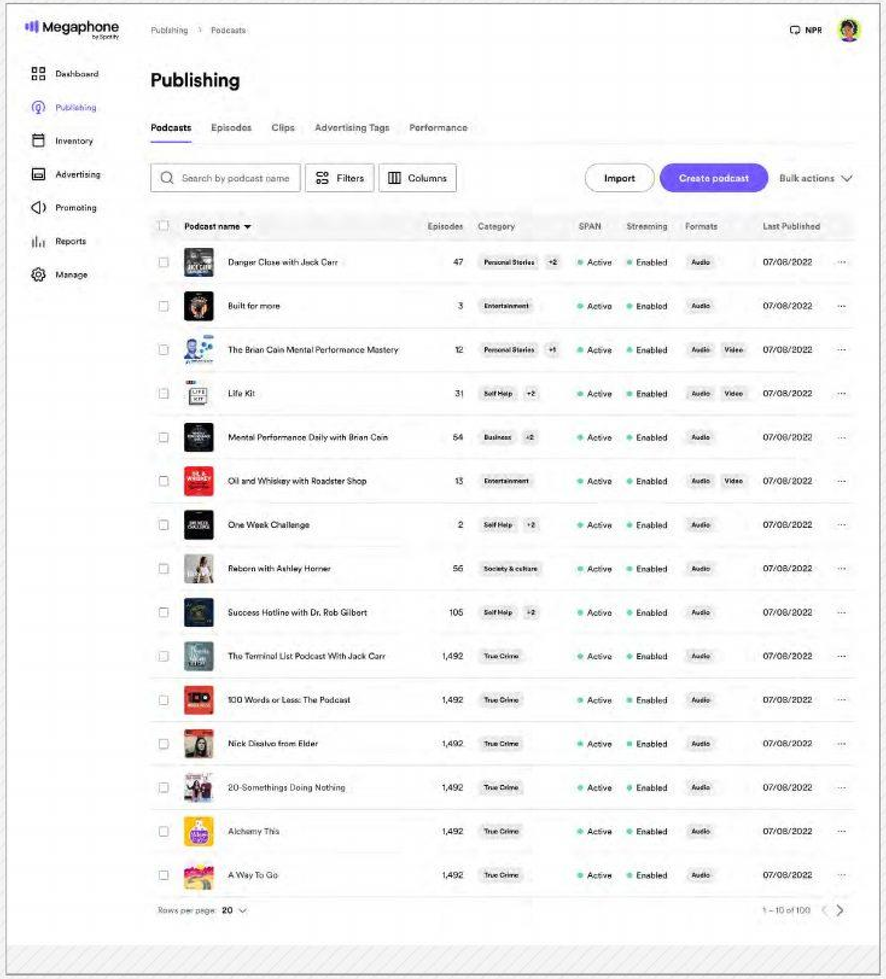
Bringing the Encore design system to life in our podcast products

We created **page templates using Encore components** to show what our podcast products could look like and give designers a shared standard for layout, visual hierarchy, typography, spacing, and scale.

We presented the templates at all-hands meetings and walked mission leaders through the concepts to build support for adopting Encore.





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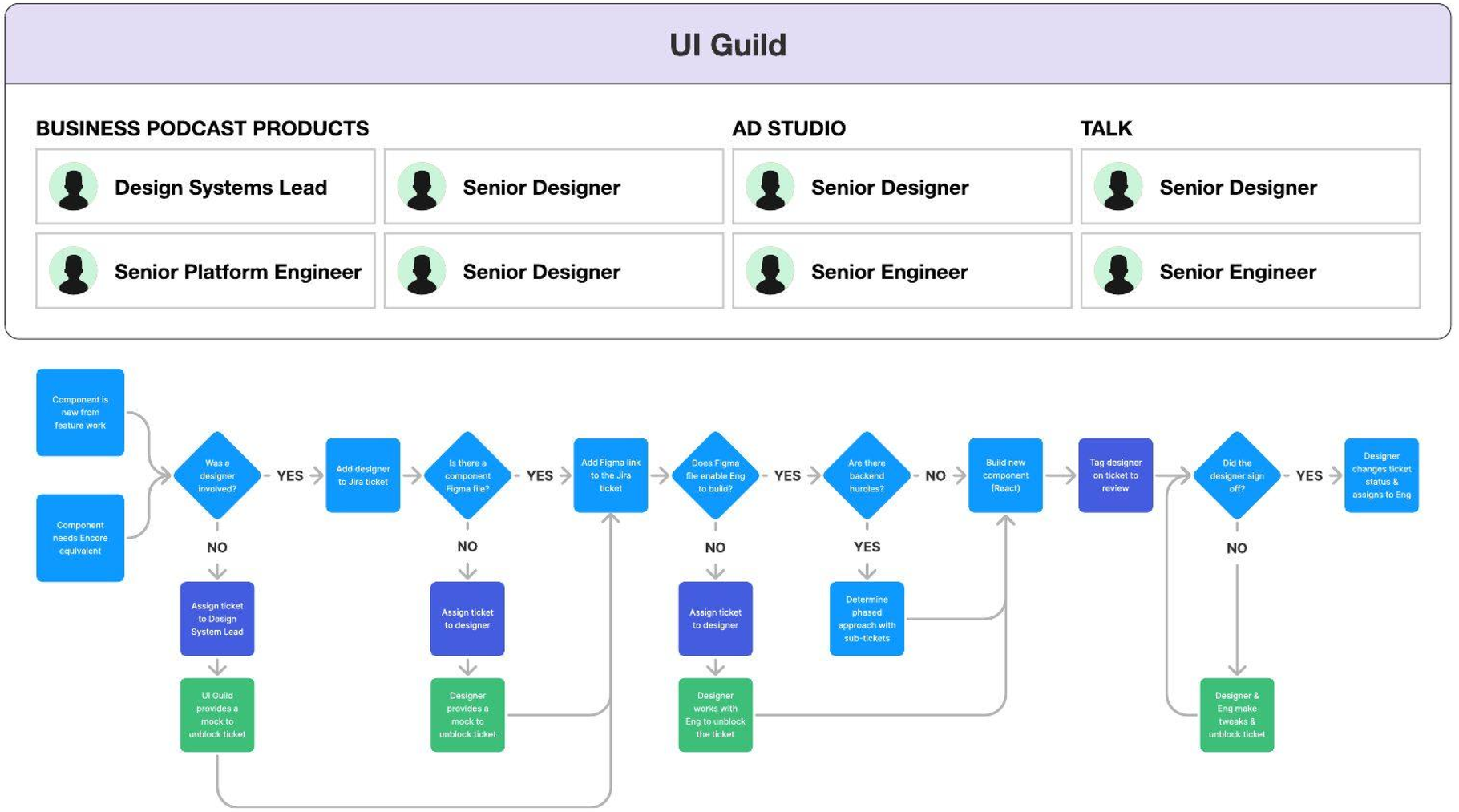
How squads adopted the design system

I formed the **UI Guild** to share design system decisions across designers from different product areas and coordinated with engineering to bring components from Figma into production.

Set up Figma libraries for design adoption. Designers used Encore's core library, Business Products local library, and shared page templates to update pages.

Collaborate on reusable components. The Guild helped designers prototype components and document how they should work across products. I later invited design system leads from other Spotify business products to join.

Build and verify with engineering. I created a process across design and engineering using Jira for assignments. We shared the workflow at all-hands meetings and tested it with squads.



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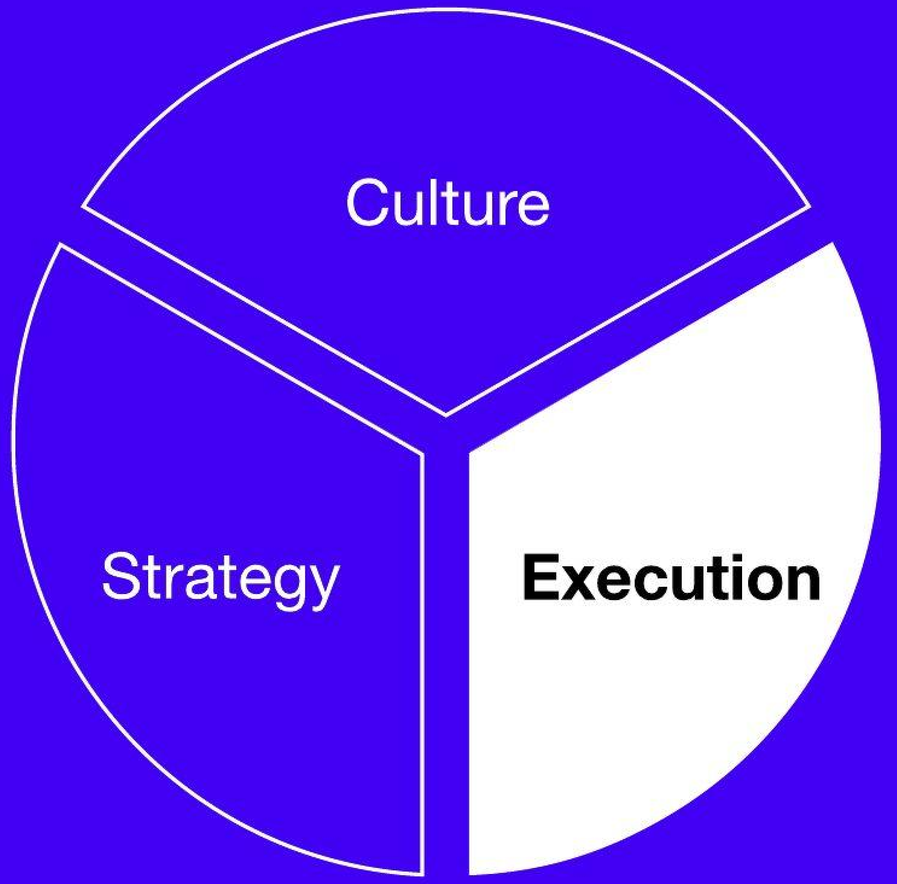
Designing a best-in-class product



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Scenario

How do we help publishers monetize their podcasts?

- Ship new features requested by enterprise podcast publishers
- Introduce the benefits of streaming podcasts with ads on Spotify
- Design experiences aligned to the way users want to work
- Unify user interfaces with Spotify's Encore design system

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Podcast Producer

How do I find the best ad locations for our episodes?

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Podcast publishing journey map

1 Plan podcasts & ad inventory

- Episode drafts: mid roll preset settings, editing ad locations, UX optimizations, emails
- Auto ad locations at the podcast level
- Aggregator feeds: special settings, pre & post feed audio, clip/episode importing, kill date/time on audio
- Premium feeds: bulk, bundles, bonus episodes, org settings, meta data editing
- Broadcast to podcast (Whooshkaa)

2 Produce & set up episodes

- Episode workflow UX
- Episode video, polls, audio books (Anchor)
- Episode audio editing
- Episode ad locations UX (manual and auto)
- Episode transcript generation
- Episode brand safety
- Episode clip management
- Promo episode
- Optimize Ad / Promo features in episode/draft flows

3 Record host read ads (sponsorships only)

- Allow links to Ad Copy cloud documents
- Improve the formating of Ad Copy Preview
- Improve collaboration with the Ad Campaign Managers through intelligent communications

4 Serve episode with ads & promos to listener

- Embeddable player UX
- Show page UX

5 Monitor new episode peformance

- Podcast library: lazy loading, new columns, sorting, filtering
- Podcast dashboard: IA of options, display network & ad tags, performance & audience data, episode list columns, sorting, actions, calendar view
- Live episode dashboard: Parity with order & promo dashboards + optimizations. Date + time published, performance chart customization, transcription, access to audio editor & ad locations, enhanced social sharing, enhanced Preview Episode page, access to clips

6 Evaluate podcast performance & audience data

- Overall Reporting UX: Interactions, custom report builder, filtering, CSV, emails
- All show reporting accessible from the Podcasts tab
- Spotify show streaming + download reports
- Podcast audience demographics
- Listening trends
- Podcast charts & rankings
- Podcast reviews

- Intelligent in-app & email communications
- Onboarding & educational touchpoints
- Encore Megaphone Web: UI pattern library + content standards
- Success measurement

The Producer starts with a personalized dashboard

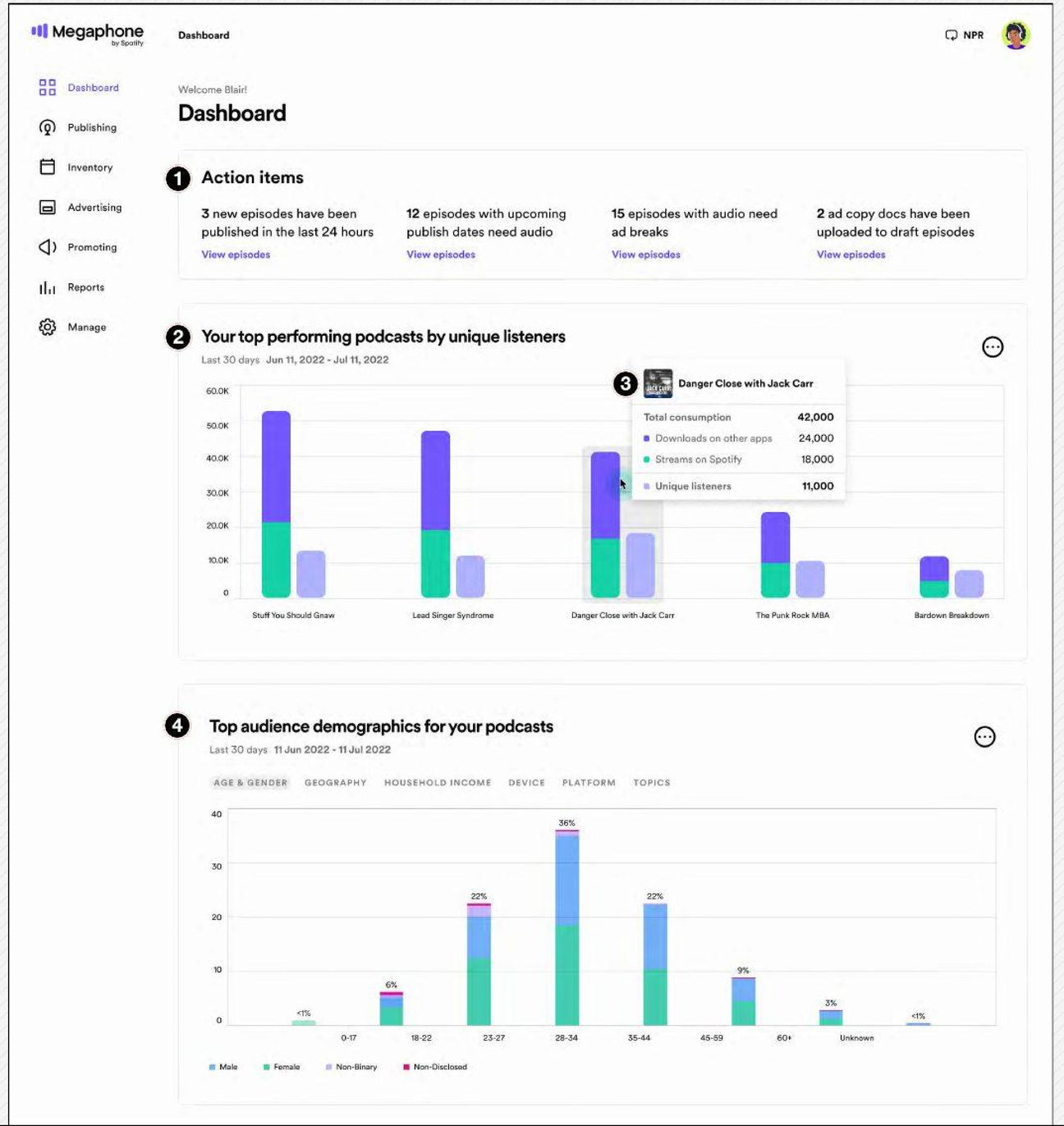
After logging in, she sees a dashboard tailored to her role—helping her identify what needs attention & where to begin.

1. **Identify publishing tasks**
   Action items surface episodes that need attention, with direct links to take the next step.

2. **Review show performance**
   Charts provide a quick view of show health with access to detailed reports.

3. **Explore listening activity**
   A breakdown of downloads & new Spotify streams helps her understand how audiences consume each show.

4. **Understand her audience**
   Integrated Chartable data provides insight into listener demographics.



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The Producer finds 15 episodes that need ad breaks

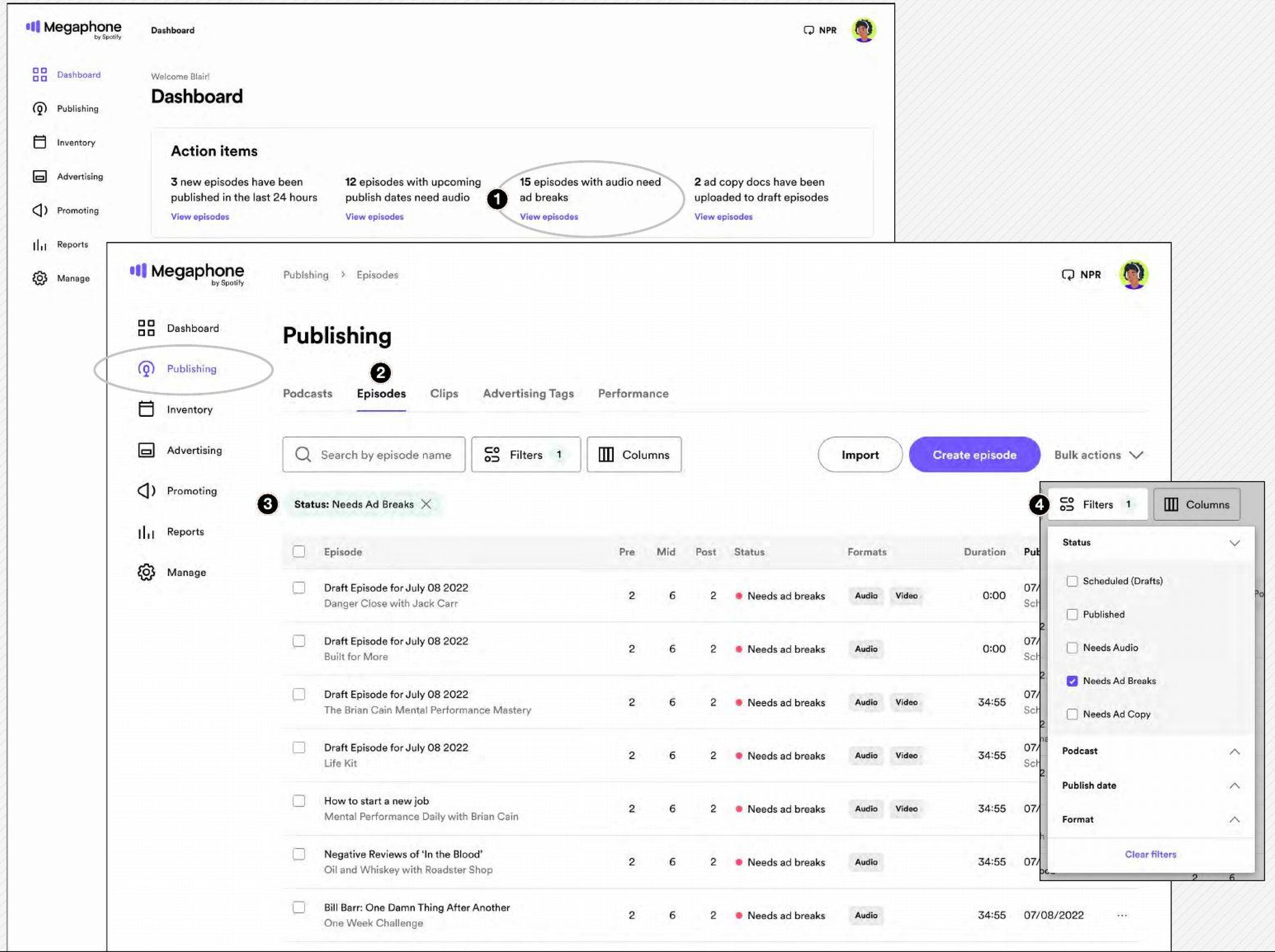
To prepare episodes for monetization, she follows a dashboard action item to a filtered view of the episodes that need ad breaks.

1 Start with an action item
She sees that 15 episodes need ad breaks & selects “View episodes.”

2 Access new episode library
The Episodes page displays content from all podcasts, eliminating the need to navigate show by show.

3 See the relevant episodes immediately
A filter is automatically applied to isolate the episodes that need ad breaks.

4 Refine the list as needed
Advanced filtering lets her customize lists based on the her tasks.



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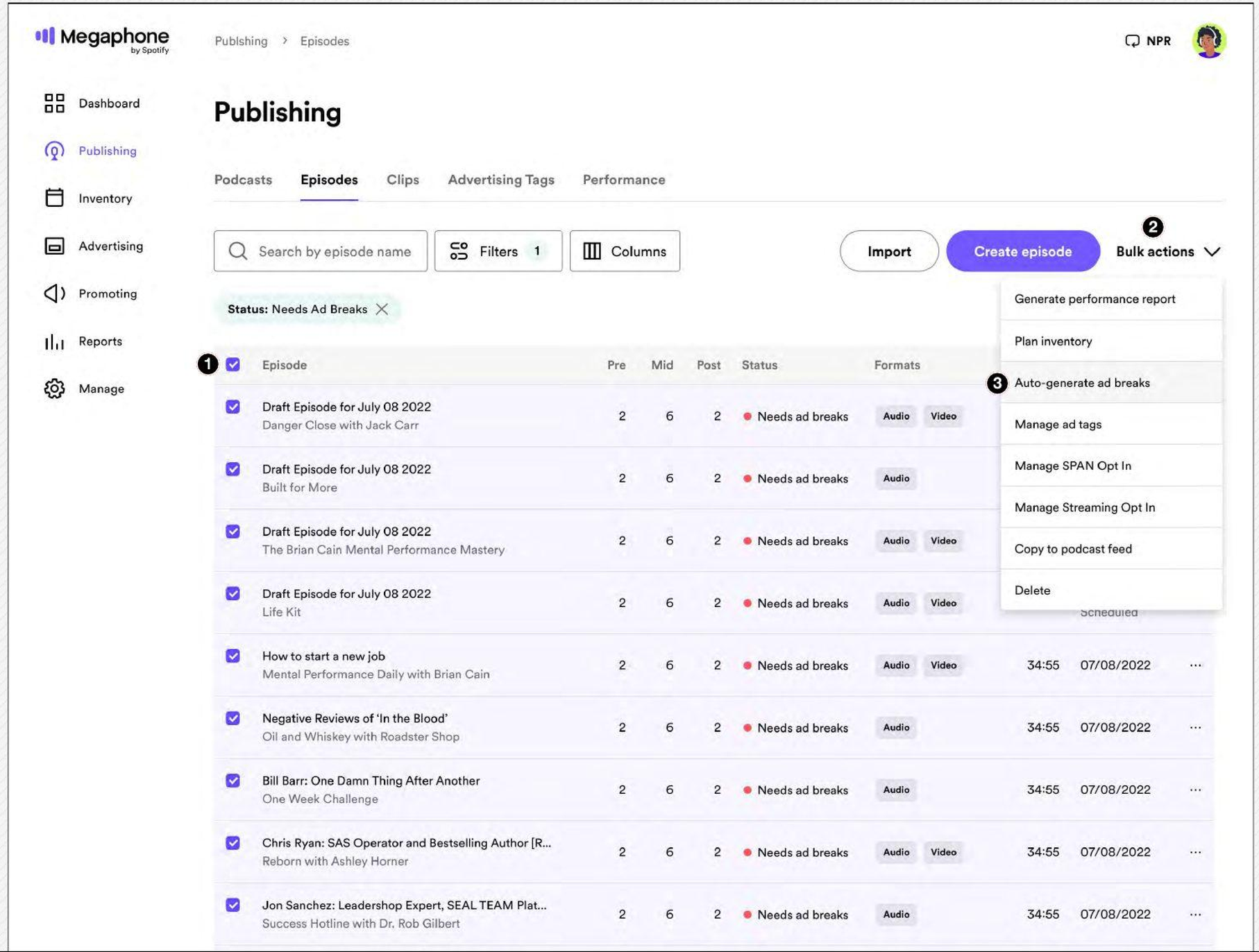
The Producer initiates ad break generation for multiple episodes

From the filtered list, she starts generating ad breaks for multiple episodes at once, reducing the need to manage each episode individually.

1 Select multiple episodes
She selects all episodes in the filtered list that need ad breaks.

2 Access actions in bulk
The redesigned “Bulk actions” menu provides clearly labeled options for managing multiple episodes.

3 Start generating ad breaks
She chooses “Auto-generate ad breaks” to begin inserting ad breaks to the selected episodes.



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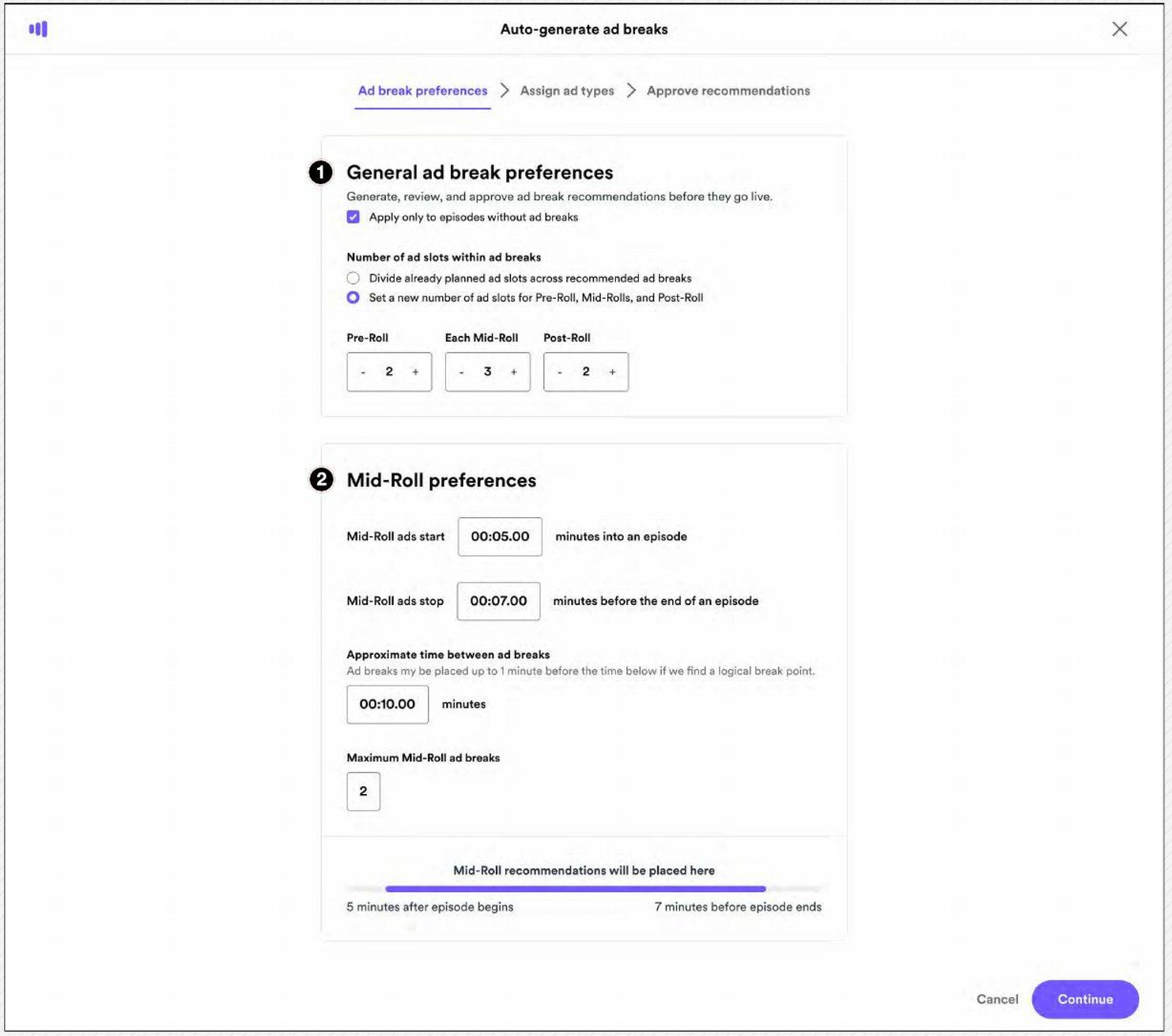
The Producer sets ad break preferences

She defines shared preferences for the selected episodes, balancing monetization needs with the listening experience before generating recommendations.

1. **Define ad slot requirements**
   Set the number of ads for pre-roll, mid-roll, & post-roll breaks.

2. **Control mid-roll placement**
   She sets where mid-roll breaks can appear, their approximate spacing, & the maximum number per episode. A visual summary clarifies the placement window.



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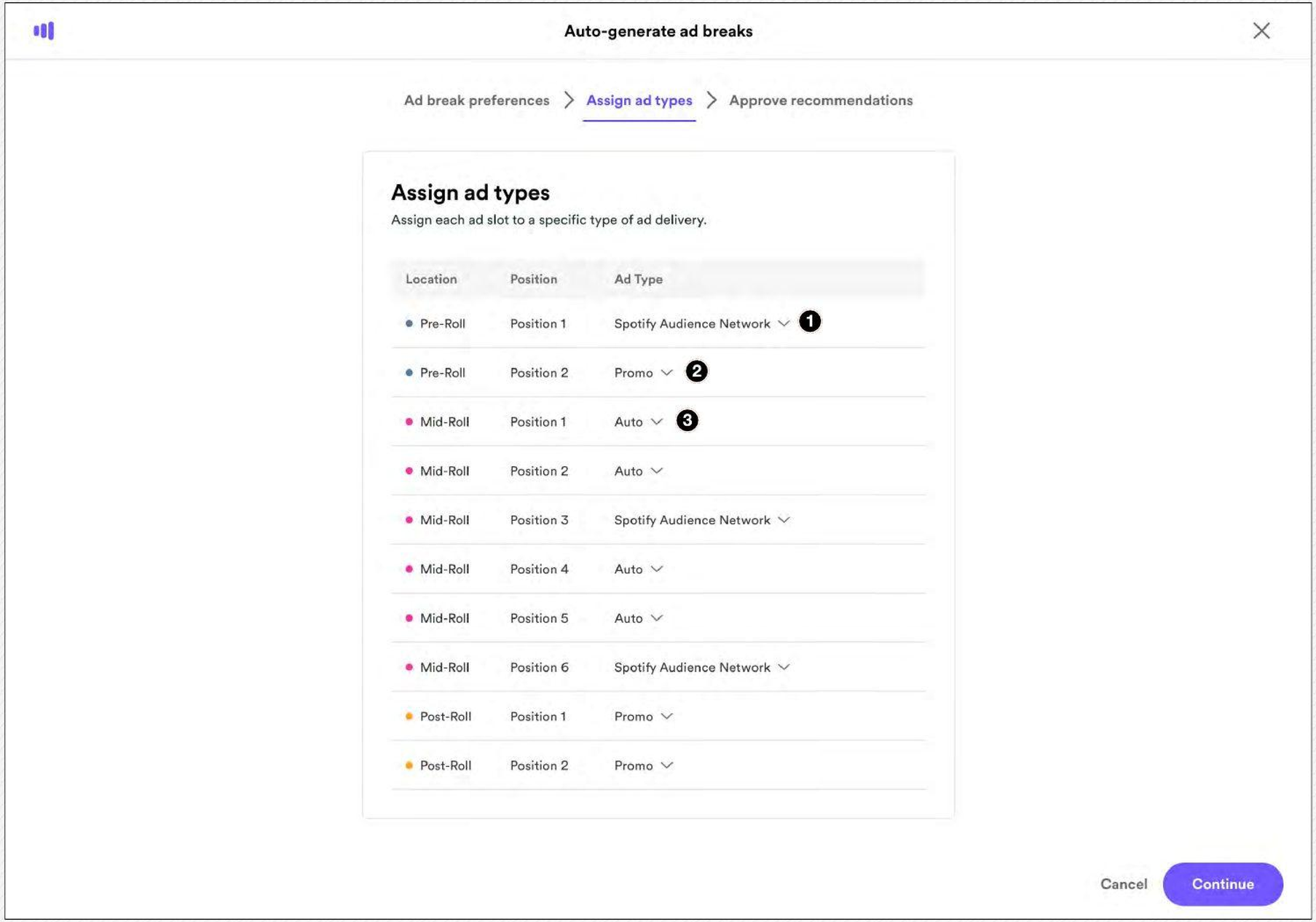
The Producer assigns ad types to each slot

She chooses how each ad slot is filled, balancing advertising revenue with opportunities to promote other shows across the selected episodes.

1. **Reserve slots for Spotify ads**
   “Spotify Audience Network” fills the slot exclusively with ads delivered through Spotify.

2. **Promote other shows**
   “Promo” reserves the slot for podcast promotions that help grow another show’s audience.

3. **Automatically prioritize direct-sold ads**
   “Auto” prioritizes ads sold directly by the publisher, followed by Spotify Audience Network ads, then podcast promotions.



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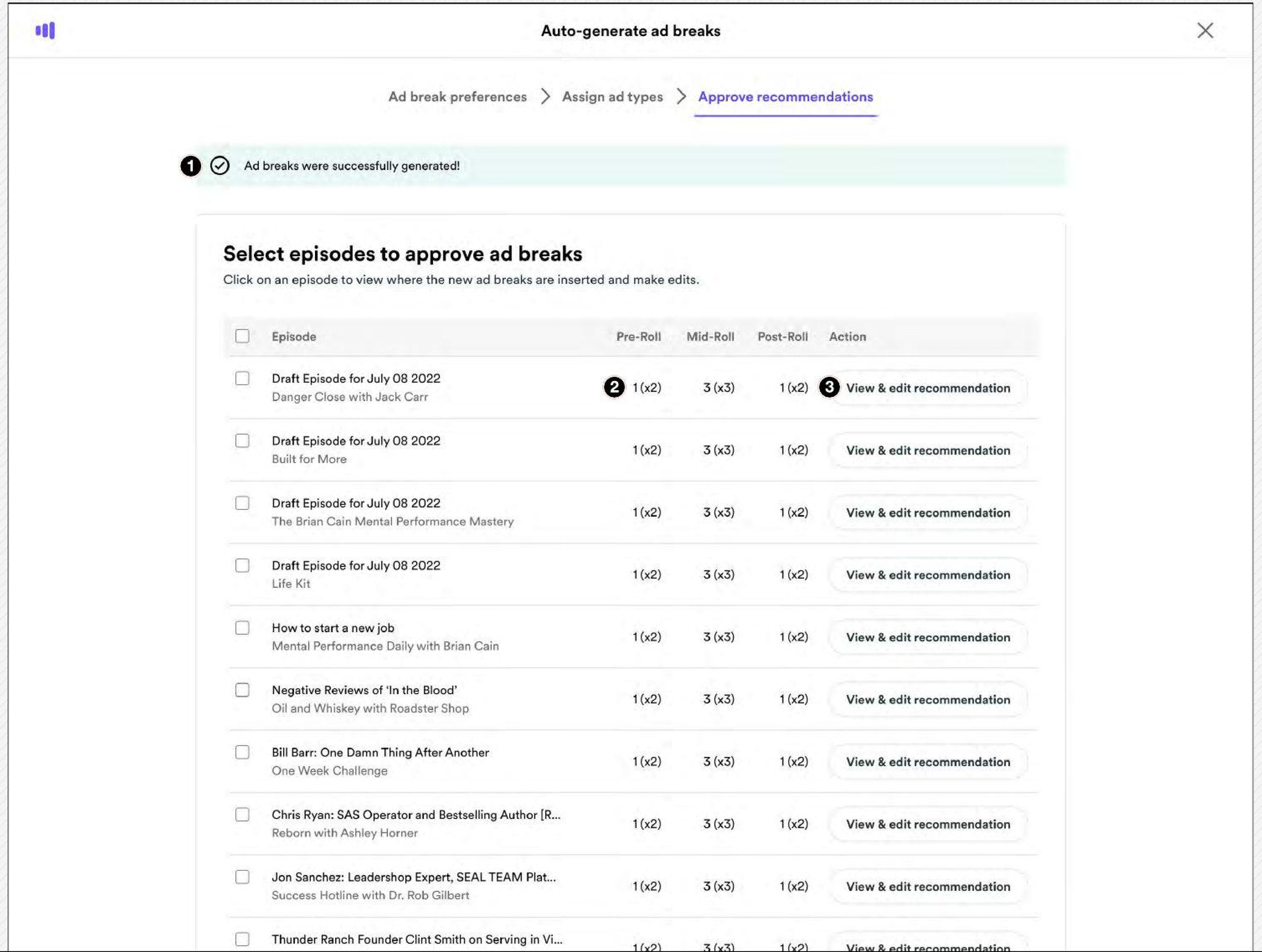
The Producer reviews recommended ad breaks

Machine learning analyzes each episode's audio to recommend optimal ad break locations based on her preferences. She can review & refine before approving them, combining automation with editorial control.

1. **Confirm recommendations are ready**
   A success message confirms that recommendations for ad breaks have been generated.

2. **Review the number of ad break & slots**
   Each episode shows the number of recommended breaks & ad slots across pre-roll, mid-roll, & post-roll placements.

3. **Inspect & refine placements**
   She selects "View & edit" to review an episode's proposed placements & make adjustments before approval.



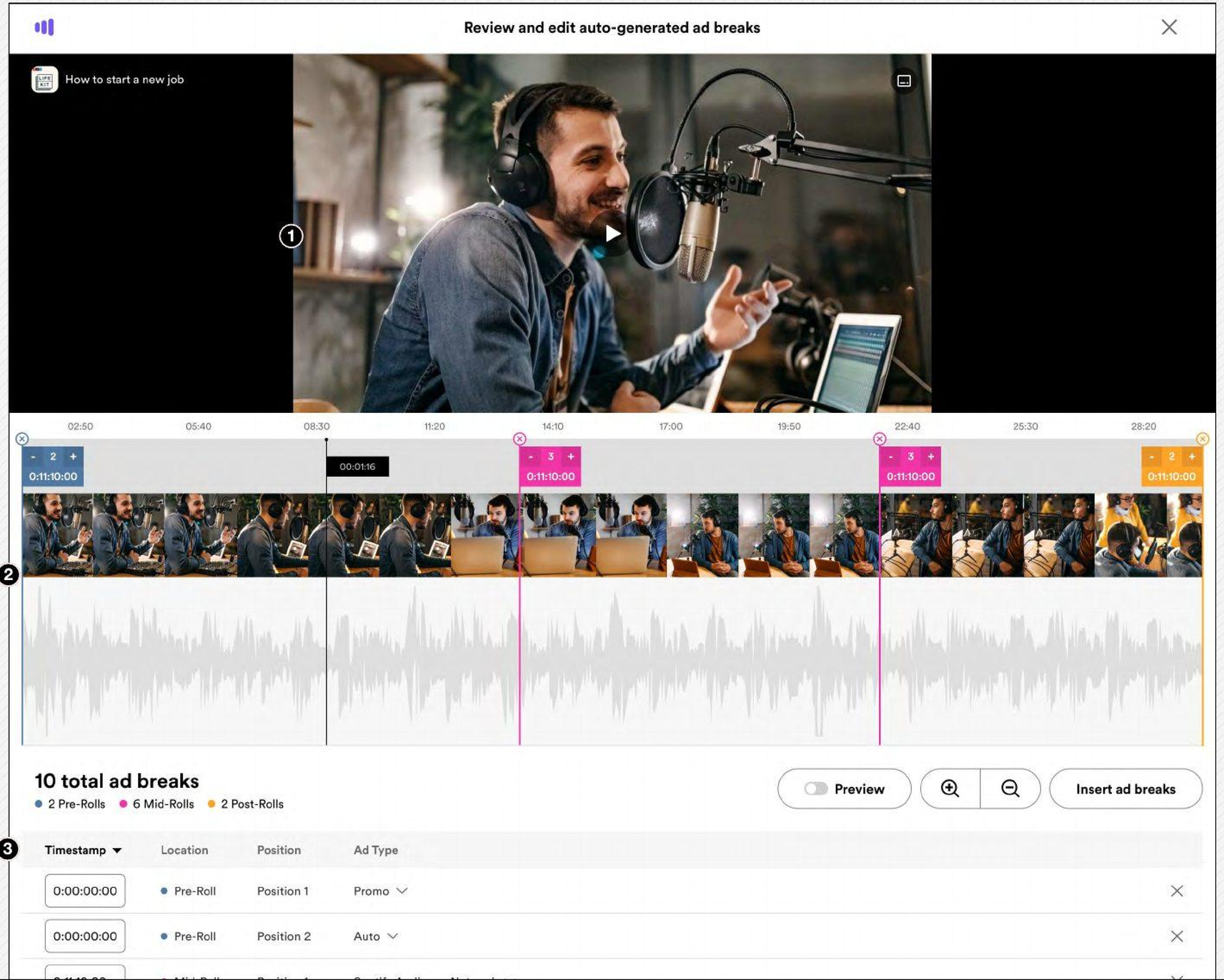
The Producer fine-tunes an episode's ad breaks

She opens an episode to review recommended placements in context. Integrated playback, a visual timeline, & precise editing controls help her adjust ad breaks while preserving the listening experience.

1. **Review audio & video together**
   Integrated video playback supports video podcasts for publishers who enable streaming on Spotify.

2. **Adjust placements visually**
   Video thumbnails, an audio waveform, & ad break markers help her identify natural pauses & refine placements on the timeline.

3. **Fine-tune individual ad slots**
   A detailed table lets her edit timestamps & assign ad types with changes applying only to the selected episode.



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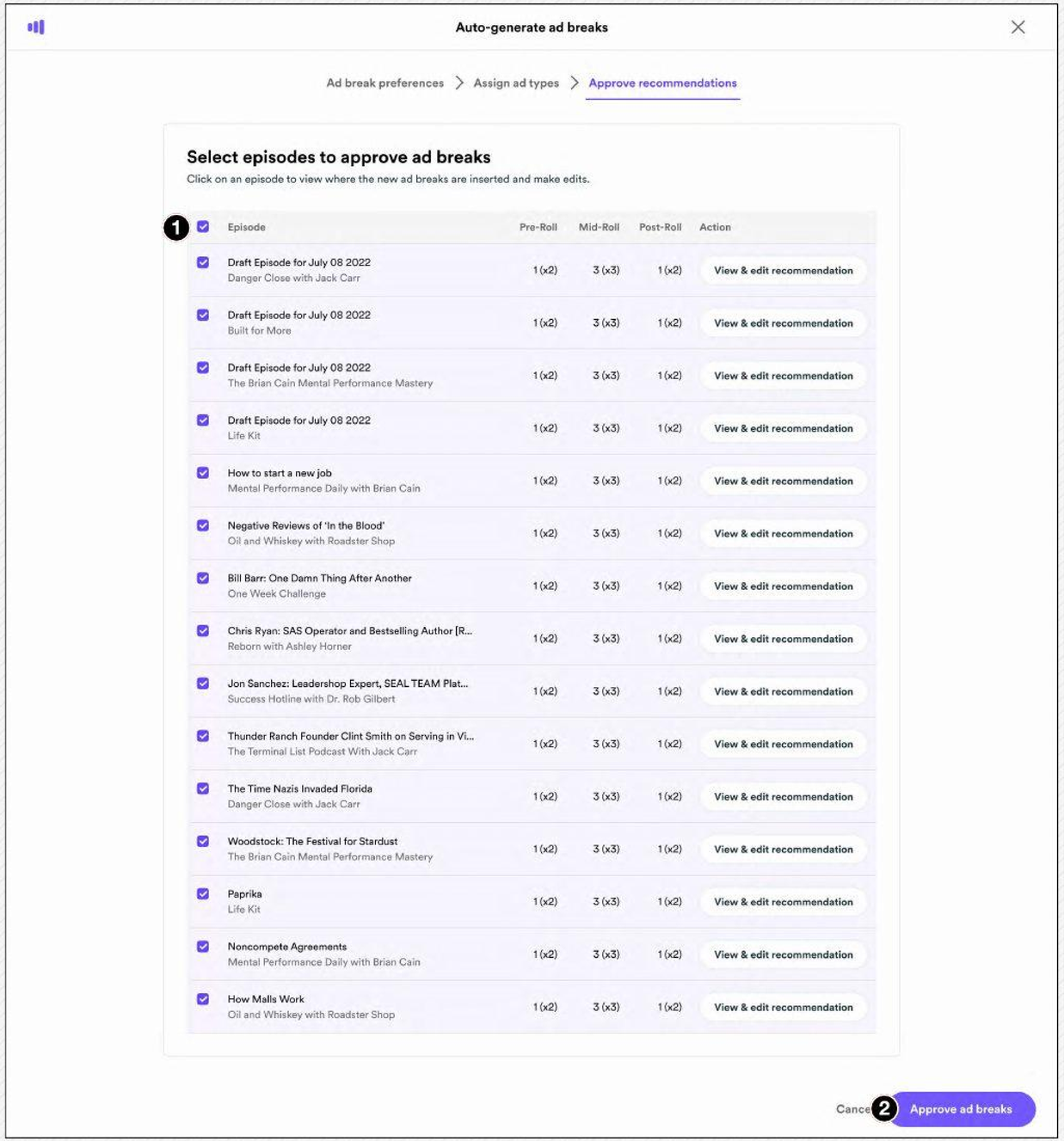
The Producer approves ad breaks across all 15 episodes

After reviewing recommendations & refining individual placements, she approves the ad breaks in one action, completing the task without approving each episode separately.

1. **Select episodes for approval**
   She selects all 15 episodes, including those with customized placements.

2. **Approve ad breaks together**
   She chooses “Approve ad breaks” to confirm the placements across all selected episodes.



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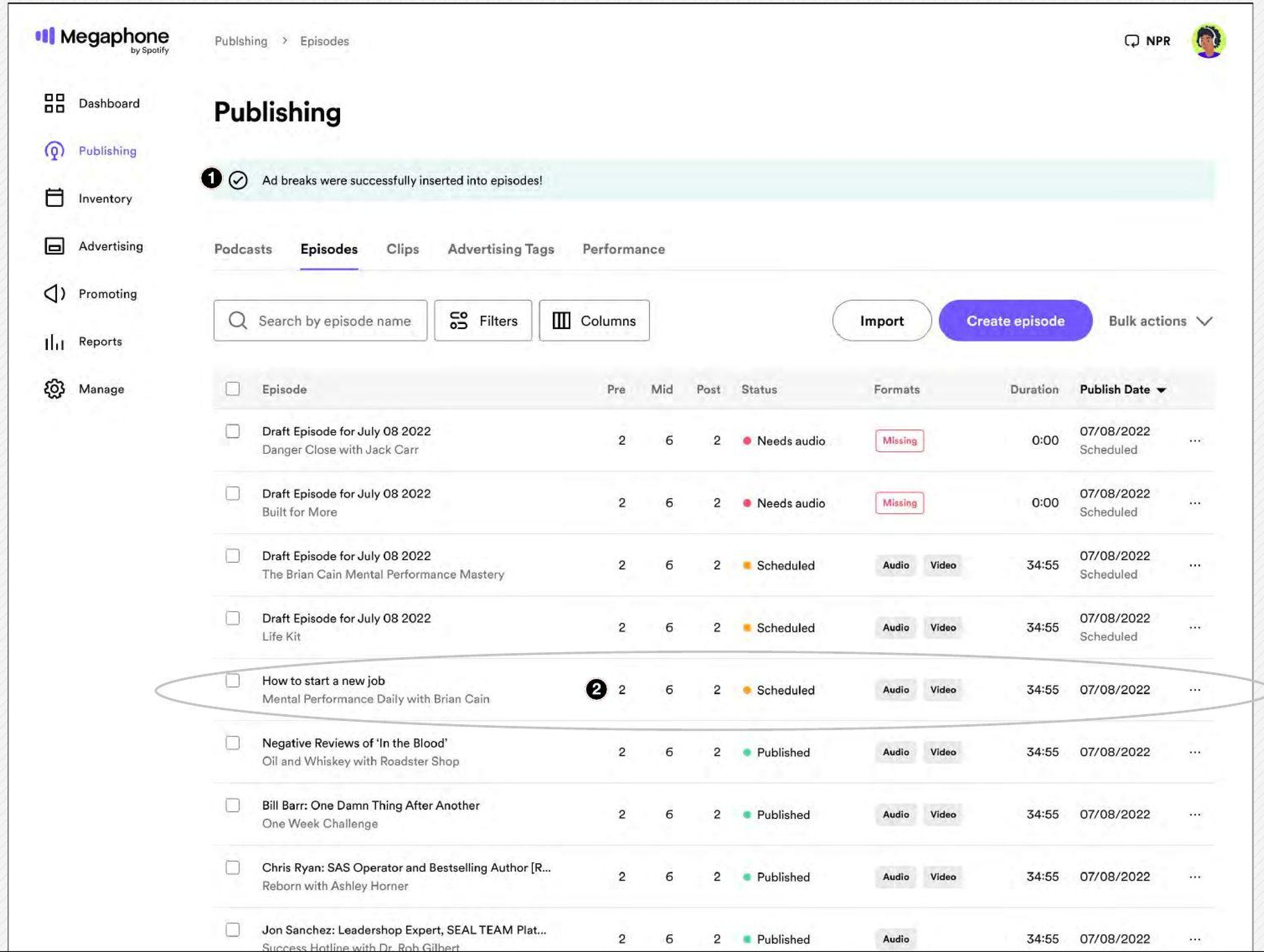
The Producer confirms ad breaks were added

She returns to the episode library with the “Needs Ad Breaks” filter cleared. Clear confirmation & updated episode line items close the workflow, helping her verify completion & move to her next task.

1 Confirm successful completion
A success message confirms that ad breaks were inserted into the selected episodes.

2 Verify updated episodes
Ad slot counts & episode statuses help her confirm the changes & identify any remaining publishing requirements.



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Campaign Manager

How can I help advertisers reach their audiences?

Podcast advertising journey map

1 Plan podcasts & ad inventory

- Episode drafts: mid roll preset settings, editing ad locations, UX optimizations, emails
- Auto ad locations at the podcast level

2 Sell ads

- Inventory landing page to route users
- Inventory Planning: filters + list of all orders (w/priority, status) targeting a position + detailed position modals w/ order clickthrough for Ad Ops + drag & drop + creative upload + concurrent loading
- Combine Inventory sell-through & forecasting, UX: Interactions + custom report builder + select ad tags, filtering + CSV + content, audience filters, drop draft dependency, forecast beyond 90 days, include back-catalog
- Order forecasting: parity with order flow (priority, audience segments)

3 Set up ads

- Agency library & flow: UX, competitive separation
- Campaign + Order flows & comms: UX, campaign goals, comp. separation, order type
- Combined order (SAI + DAI) with CTA cards
- Forecasting intelligence in order workflow
- Bulk Order workflow
- Podsights tracking URL + prefix sharing with advertisers
- Ad tag management
- Creative asset management
- Order management

4 Serve episode with ads to listener

5 Monitor ad campaign delivery

- Campaign library: lazy loading, new columns, sorting, filtering, data exports
- Campaign dashboard: Remove non relevant info, Active campaign: status + impressions delivery + forecasting + ISO + target podcasts, Order line items: improve search + order type + + new/updated columns + sorting + filtering
- Live/Complete Order Dashboard: Parity with order & promo dashboards + optimizations, order forecaster + competing orders, impression chart, more detailed data, order preview, editing live orders

6 Report final campaign performance

- Overall Reporting UX: Interactions, custom report builder, filtering, CSV, emails
- All reporting accessible from the Campaigns tab
- Campaign dashboard - parity with show performance
- Campaign DAI + SAI reporting
- Ad creative impression reports
- Campaign audience demographics/segments
- Real time SPAN reporting
- Impressions breakdown by ad source, ad location, & position
- Podsights attribution reports

Intelligent in-app & email communications

Onboarding & educational touchpoints

Encore Megaphone Web: UI pattern library + content standards

Success measurement

The Campaign Manager starts with a personalized dashboard

After logging in, he sees a dashboard tailored to his role—helping him identify what needs attention & where to begin.

1 Identify ad delivery priorities
Action items highlight orders & episodes that need attention, with direct links to investigate & take action.

2 Review campaign performance
Charts help him monitor campaign health & explore detailed reports.

3 Understand ad delivery across platforms
Impressions are broken down by downloads & Spotify streams, alongside unique listeners, for a clearer view of campaign delivery. New streaming data provides a more accurate view of campaign performance.

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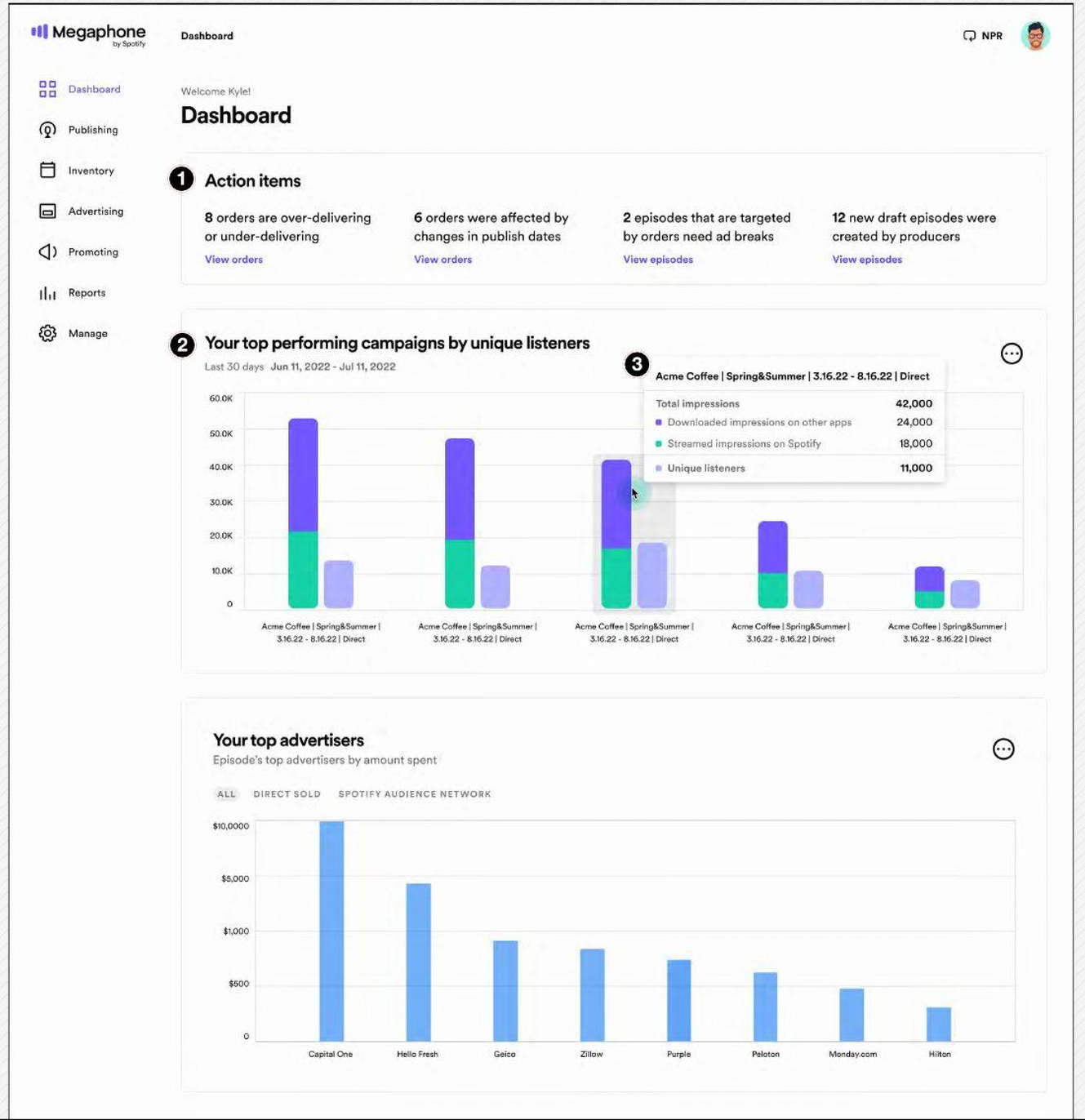

The Campaign Manager finds the campaign for his new ad order

He opens the Campaigns library in Advertising & filters to his assigned campaigns, then locates the Starbucks campaign that needs a new ad order.

1 Access to advertising tools
New navigation brings agencies, campaigns, orders, creatives, & performance into a shared workspace.

2 Focus on assignments
An assignment filter narrows the list to campaigns he manages.

3 Assess campaign health
Readable campaign names, dates, budgets, delivery statuses, & an on-schedule indicator provide context.

4 Customize the view
Configurable columns & saved presets let him prioritize the information most useful.

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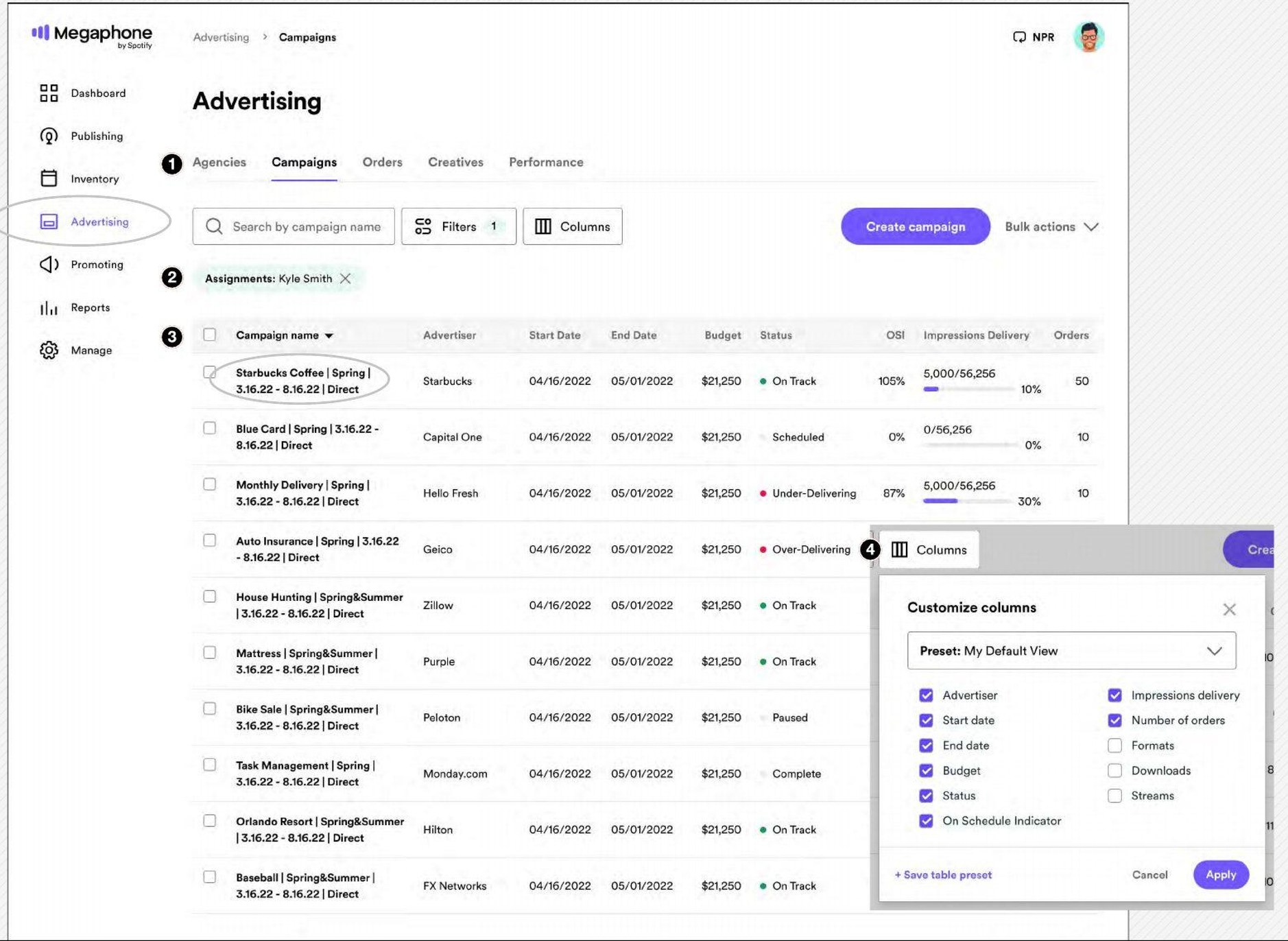


The Campaign Manager starts a new ad order

He opens the Starbucks campaign, reviews its delivery status & existing orders, then selects “Create order” to set up the new podcast ad.

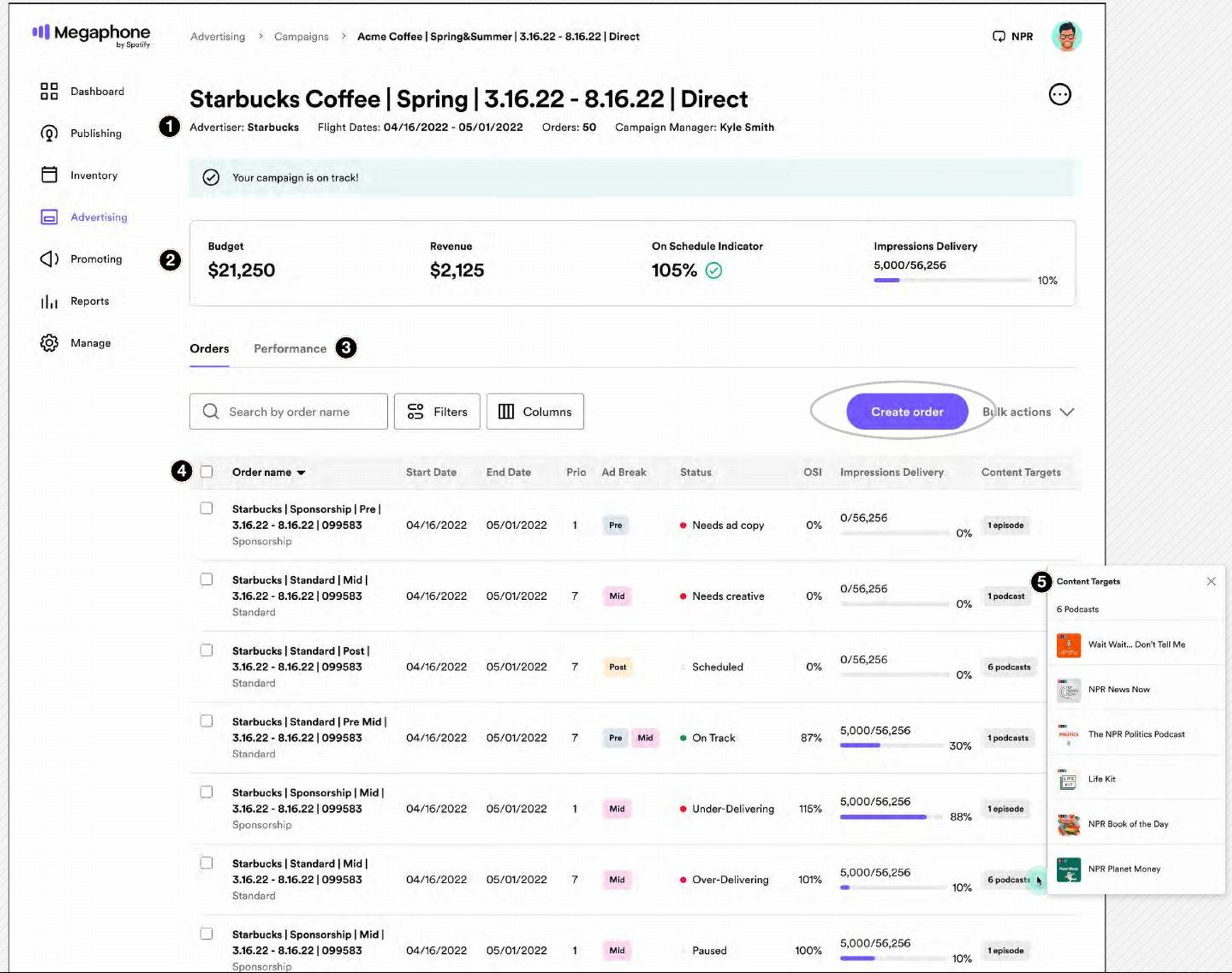
1. **Review campaign details**
   An updated header prioritizes important top level information

2. **Check campaign health**
   Campaign data helps him monitor ad delivery at the campaign level.

3. **Explore campaign performance**
   A dedicated Performance tab brings previously fragmented reporting into one place.

4. **Scan existing orders**
   Order information helps him assess current activity.

5. **Preview targeted content**
   Clickable content labels reveal targeted podcasts or episodes



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The Campaign Manager sets up the ad order

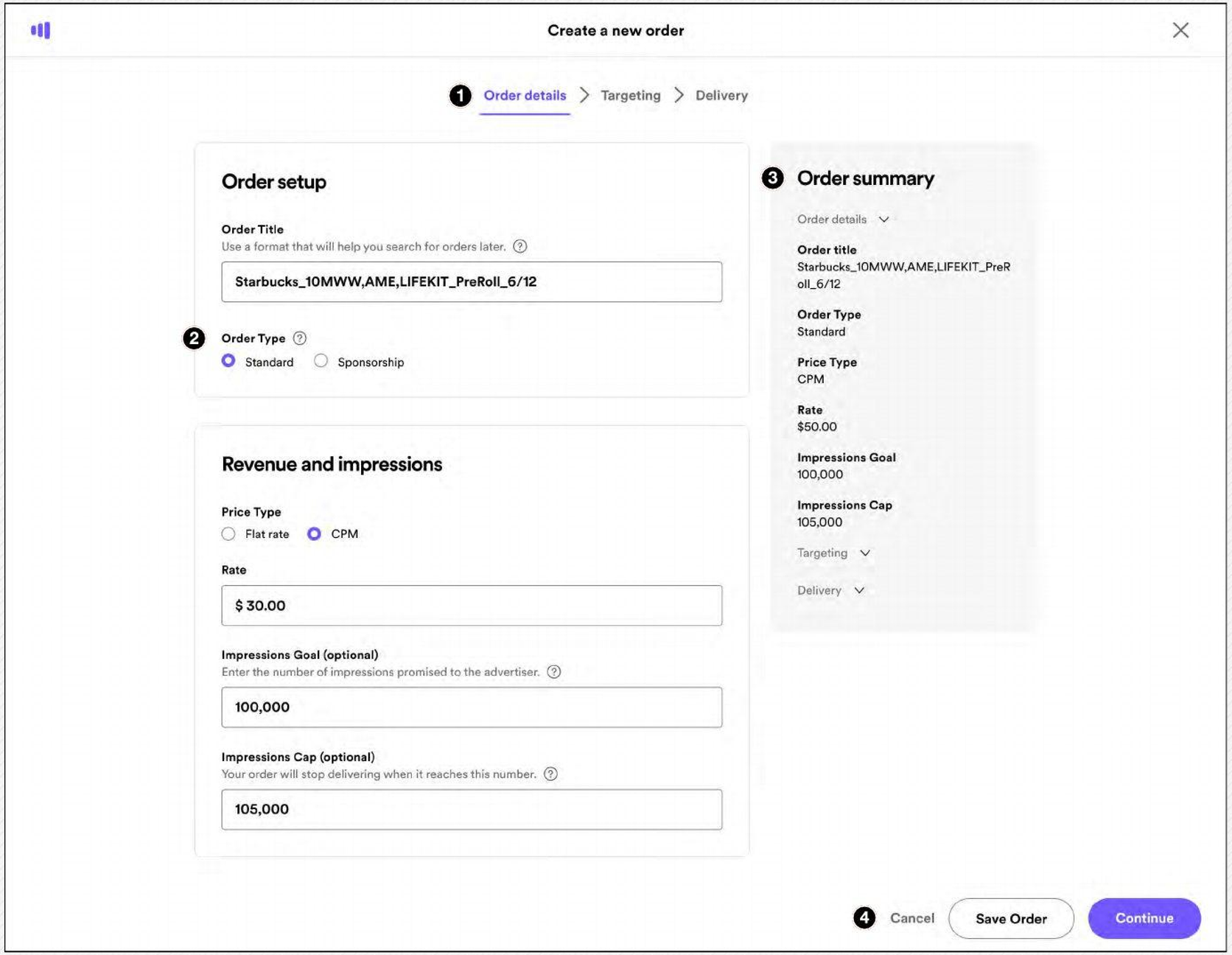
He names the order, selects its type, & enters pricing & impression goals. A guided workflow organizes setup into clear steps, with an order summary available for reference throughout.

1. **Follow a clear sequence**
   Reorganized inputs guide him through order details, targeting, & delivery in a logical progression.

2. **Tailor setup of the order**
   Choosing “Standard” or “Sponsorship” determines which fields appear later.

3. **Keep key decisions in view**
   The order summary consolidates his selections, helping him check details as he moves through setup.

4. **Continue or save progress**
   Consistently placed actions let him cancel, save, or continue.



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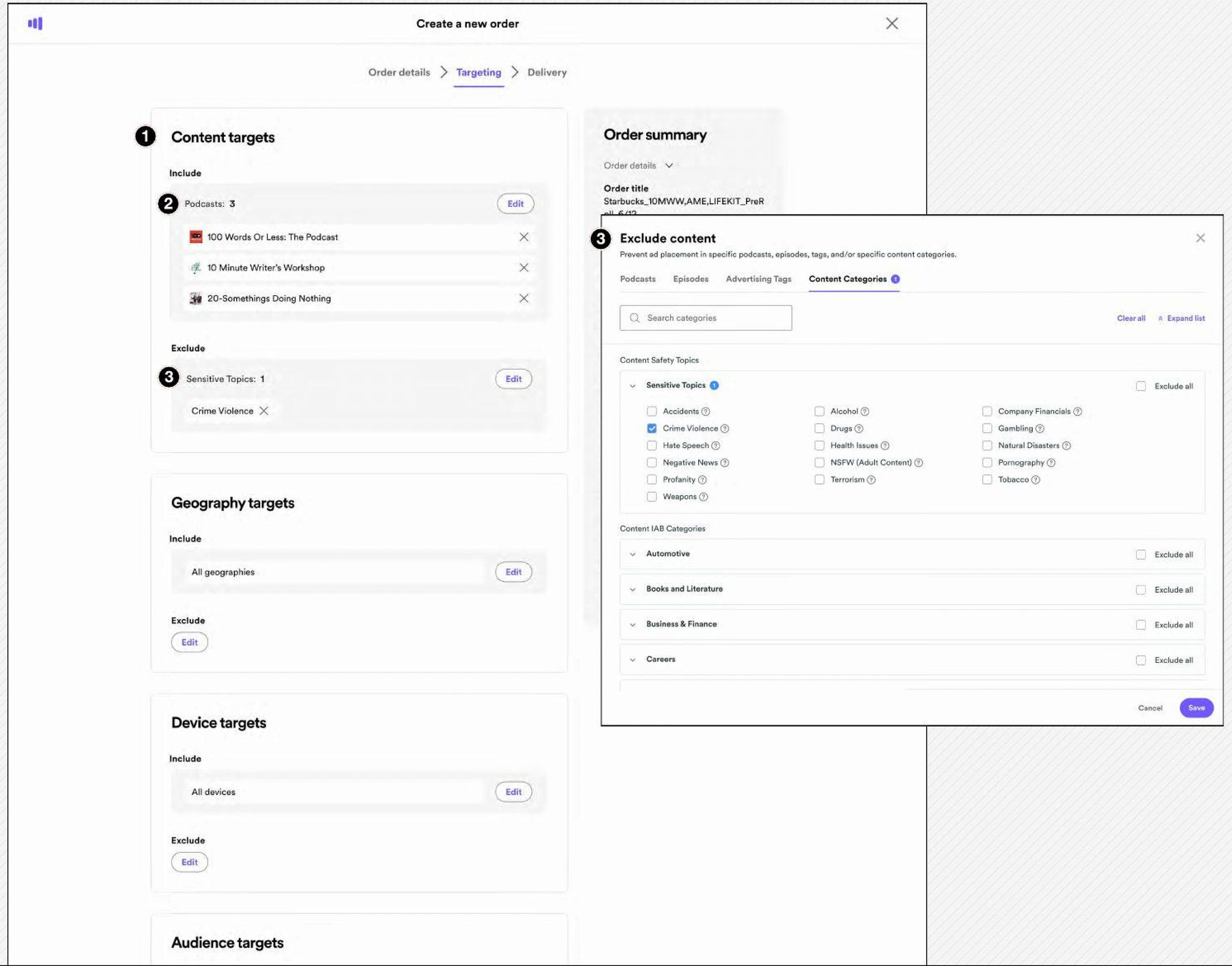
The Campaign Manager defines where the ad can run

He selects podcasts to target & excludes content that conflicts with the advertiser's brand. Consolidated controls make targeting decisions easier to manage & review.

1 Manage targeting in one step
Content, geography, device, & audience controls follow a consistent vertical layout that expands as selections grow.

2 Select targets
Focused selection tools help him choose podcasts, while clear summaries keep his selections visible & easy to edit.

3 Set exclusions
He excludes sensitive topics so the ad doesn't deliver on episodes that aren't brand safe.



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The Campaign Manager inputs delivery details & ad creative

In the final step, he inputs advanced ad delivery instructions and the ad creative.

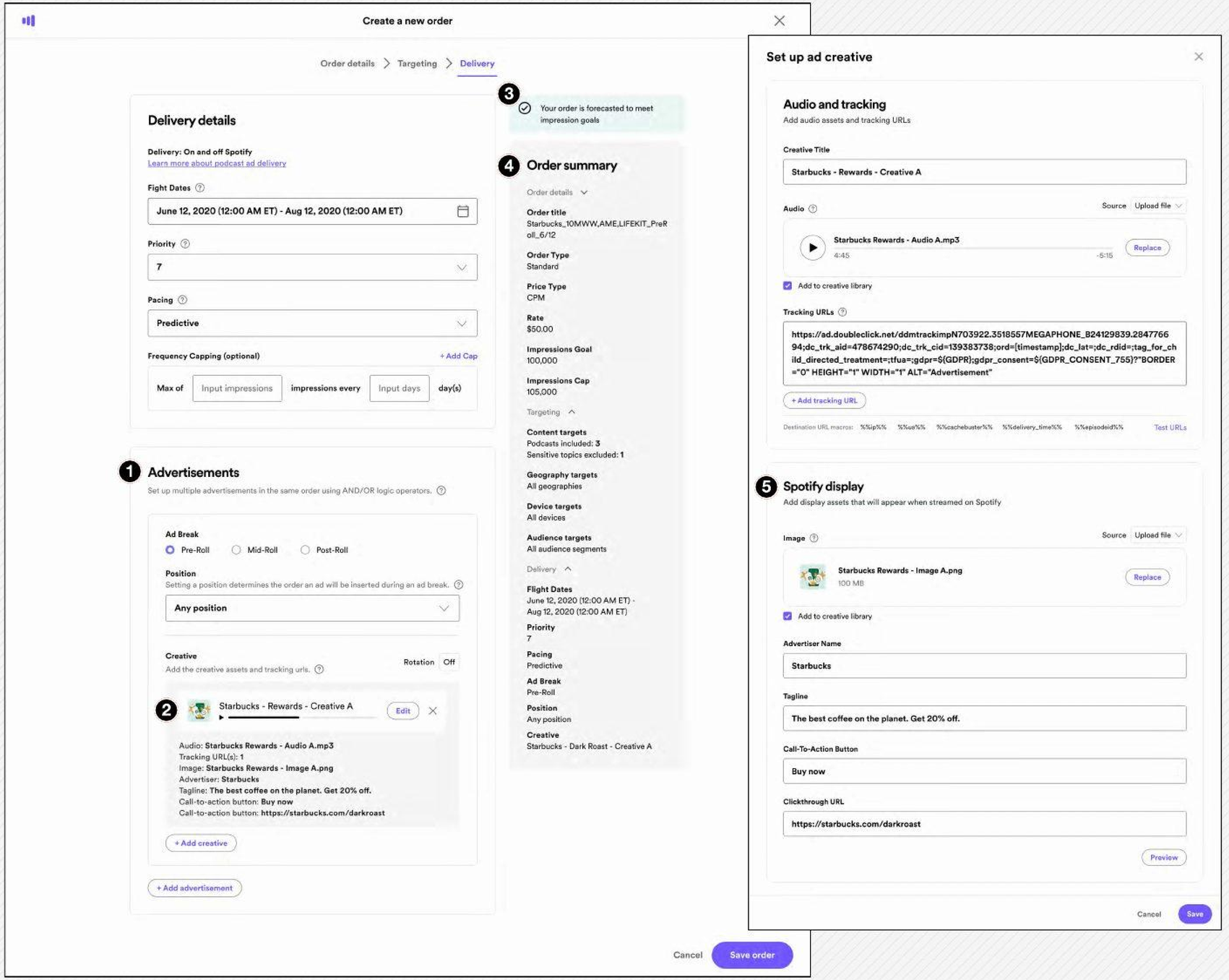
1. **Configure ad placements**
   Modular controls support ad break positions, multiple creatives, rotation, & rules for how ads run together.

2. **Preview the audio creative**
   Playback lets him check the uploaded ad in the workflow.

3. **Check forecasted delivery**
   A forecast indicates whether the order is expected to meet its impression goal.

4. **Review the complete order**
   Order summary brings decisions together for a final check.

5. **Add an interactive experience**
   He pairs the audio with a visual ad card, giving listeners a way to revisit the offer & act.



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The Campaign Manager controls how ads run together

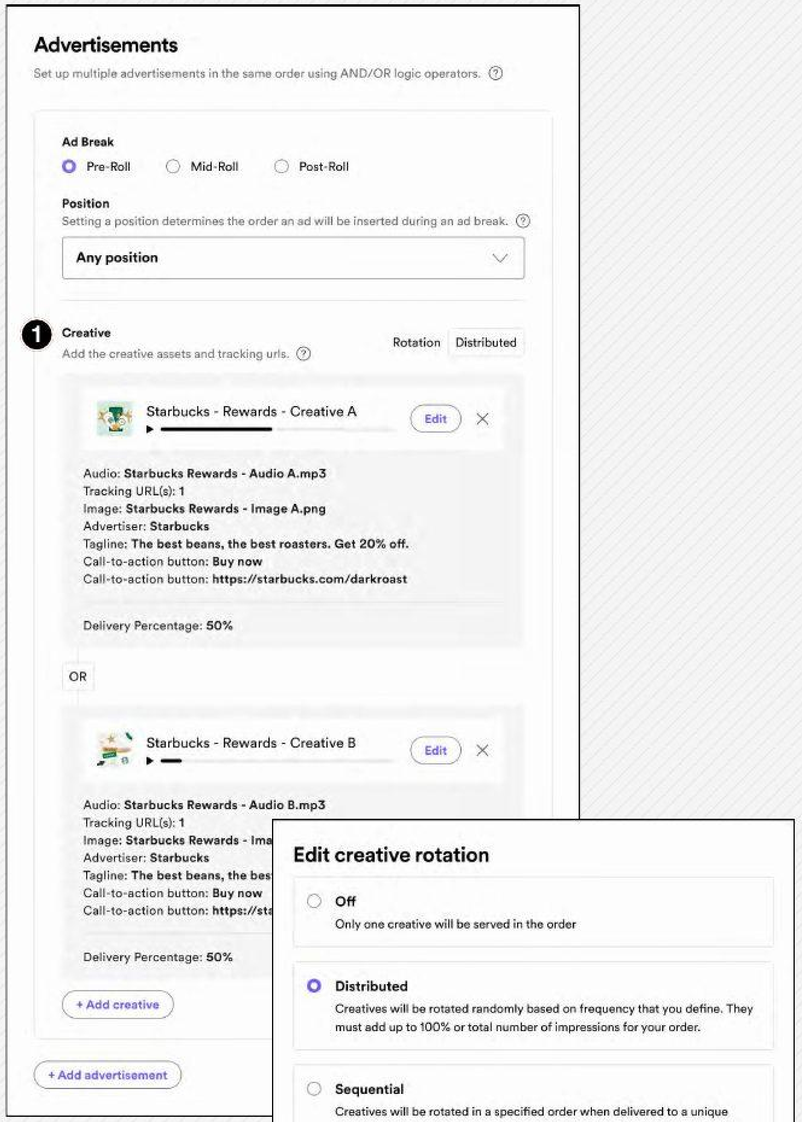
He configures creative rotation & placement rules within a single order, supporting more complex campaigns without creating separate orders for every variation.

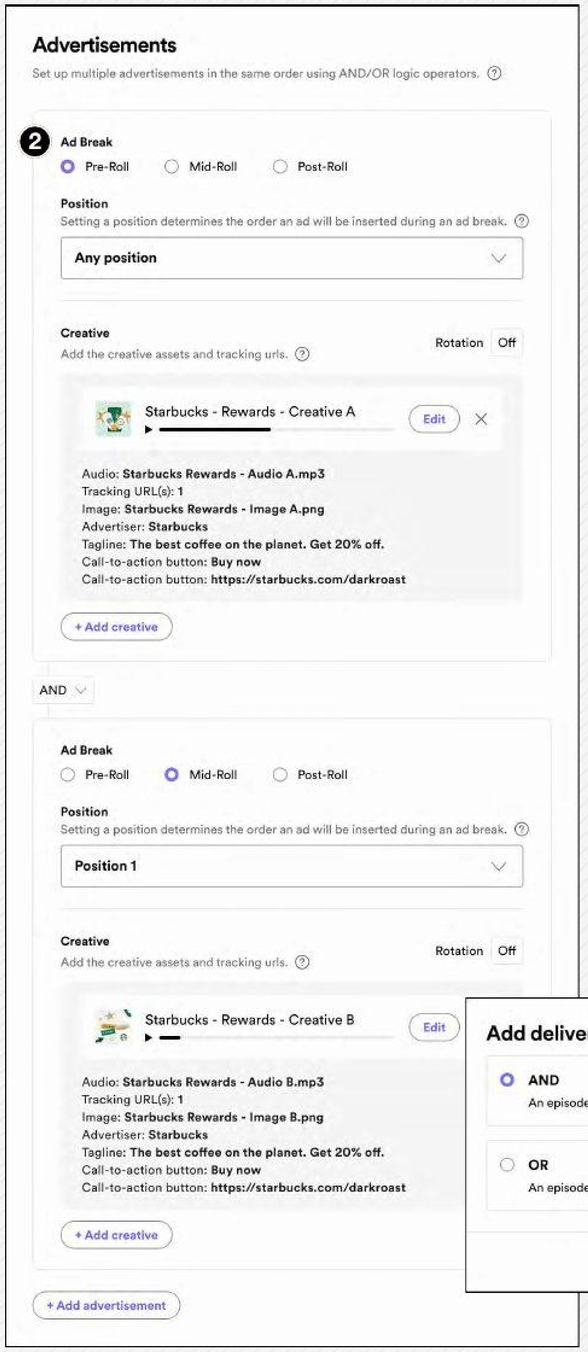
1 Rotate creatives within a slot
He can rotate multiple creatives within the same ad slot using distributed, sequential, and flight date delivery methods.

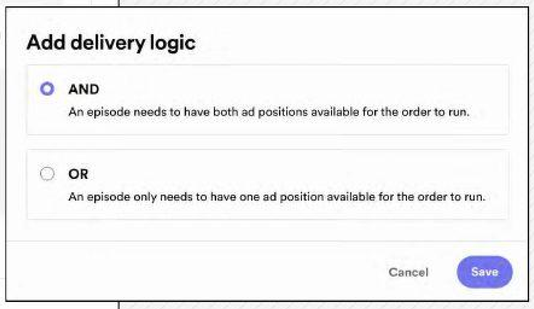
2 Define delivery across slots
He can deliver multiple ads in different ad slots using AND/OR functions.

“AND” requires all specified ad positions to be available, supporting sequential serial ads.

“OR” allows delivery when any specified position is available, expanding placement opportunities.







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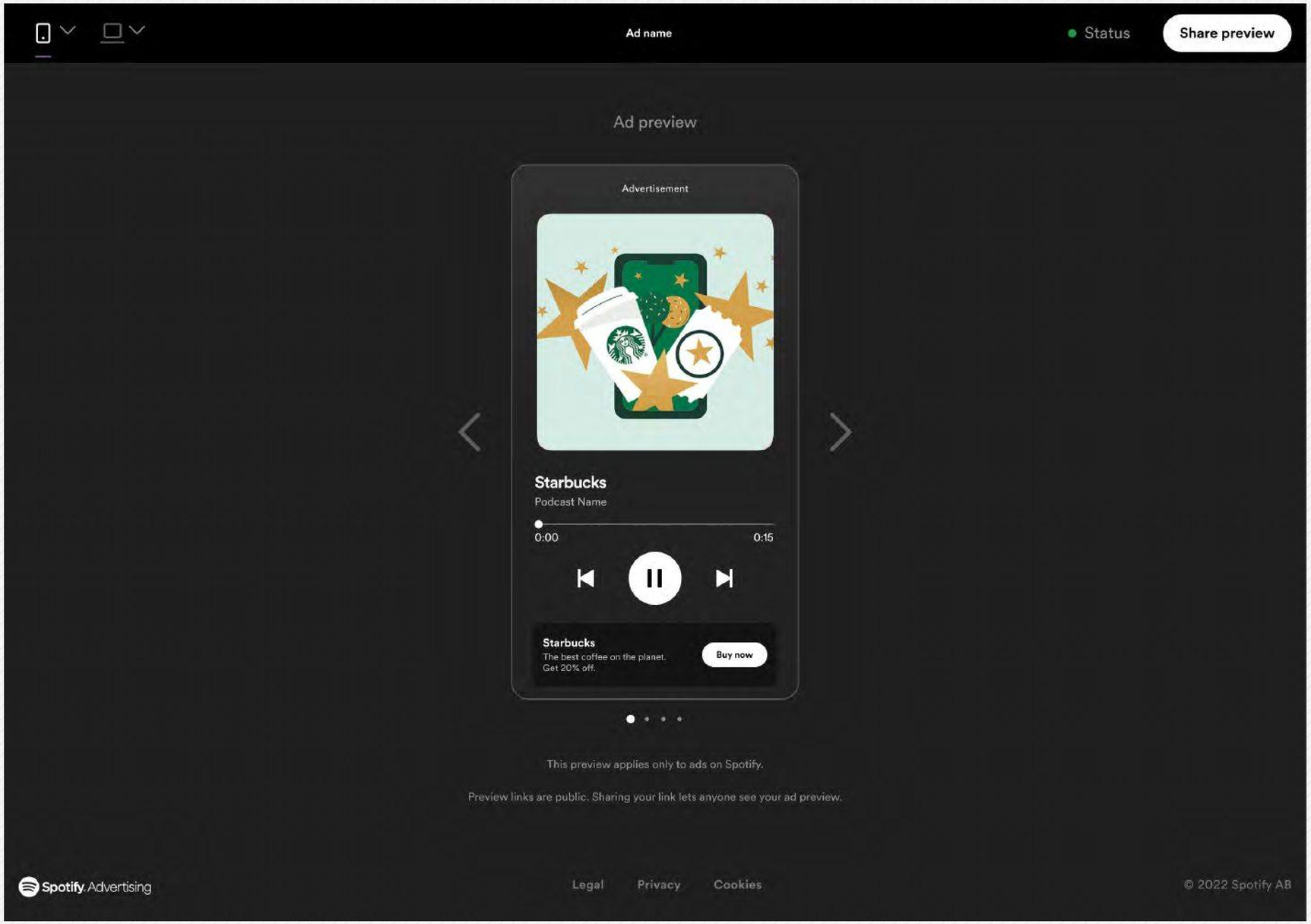
The Campaign Manager previews the listener experience on Spotify

He reviews how the ad looks & sounds on Spotify, then shares the preview with his Starbucks client for approval.

- **Experience the complete ad**
  Audio playback, imagery, messaging, & the call to action appear together, helping him assess the creative in context.
- **Review across devices**
  Mobile & desktop views let him check how the ad appears in different Spotify experiences.
- **Share for client approval**
  A shareable preview lets the client review the ad before it runs, simplifying feedback & sign-off.



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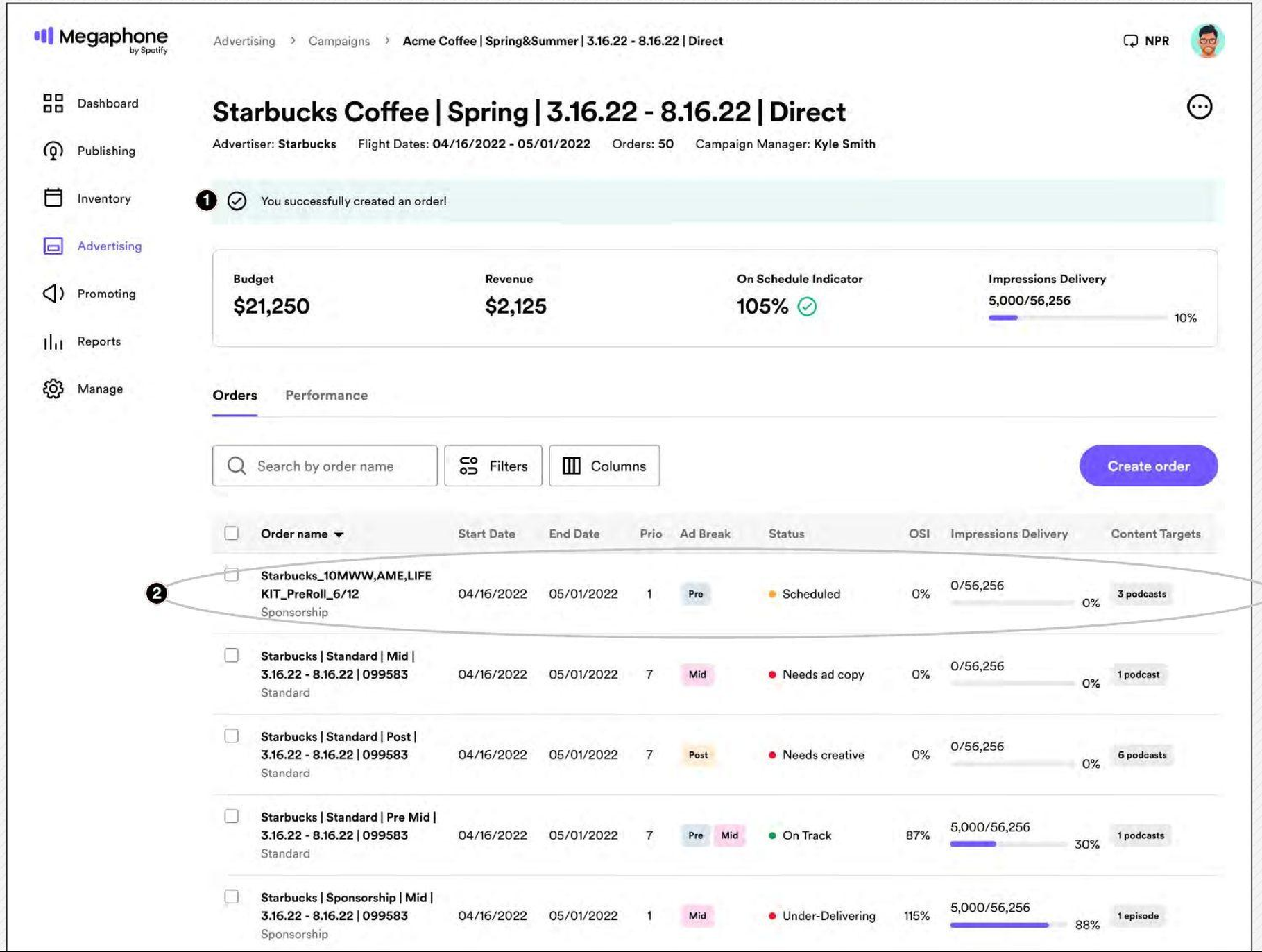
The Campaign Manager confirms the order is scheduled

He returns to the Starbucks campaign, where a success message & the new order's scheduled status confirm that setup is complete.

1. **Confirm successful creation**
   A clear notification confirms that the order was created, closing the workflow with confidence.

2. **Verify the scheduled order**
   The new order appears in the campaign's order list with its flight dates, ad placement, & targeted podcasts, making key details easy to check.



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Measuring the success of our product experiences

We relied heavily on qualitative research to measure success.

- **User testing designs before building**
- **Targeted customer satisfaction surveys after feature releases**
- **Customer feedback about using the working product**

To improve access to quantitative data, we worked closely with data scientists to draft a success measurement plan as a part of the Spotification initiative.

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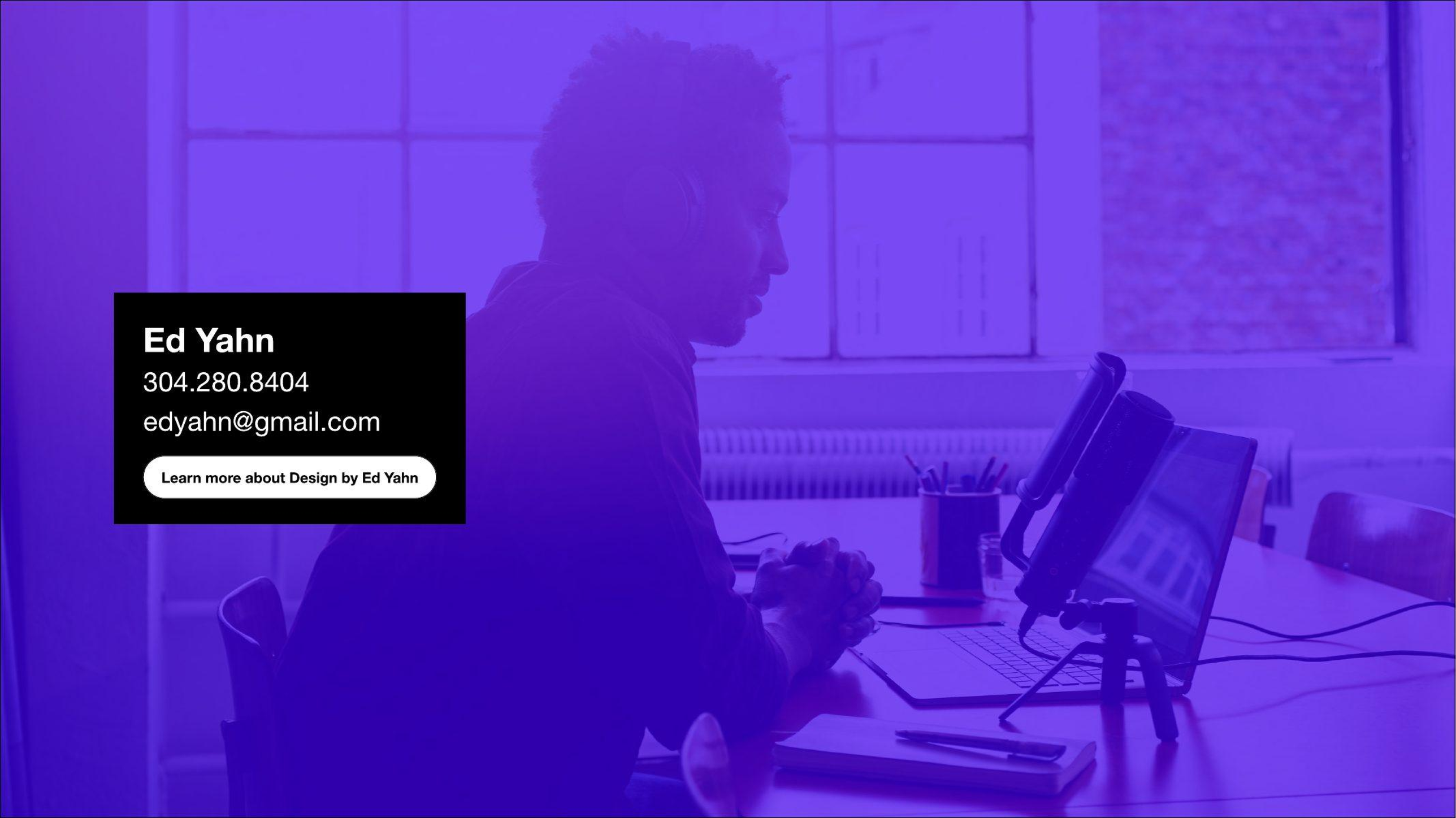
Outcomes

- ✓ **Built a design practice**
  Established Megaphone's design function before its acquisition by Spotify.
- ✓ **Scaled the team & its leadership**
  Tripled the design team & developed a designer into a design manager.
- ✓ **Elevated design to a strategic priority**
  Secured top 10 initiative status for unifying podcast products through a shared design system & improved workflows.
- ✓ **Expanded publishing & advertising capabilities**
  Delivered advanced targeting & content exclusions, giving advertisers greater control over audience reach & brand suitability.



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