

Libsyn Expands Creator Monetization Tools with Launch of “PodRoll with Libsyn”

New Integration Turns Dynamic Feed Drops into a Powerful Discovery & Monetization Engine — Beyond Traditional Ads

August 18, 2025 – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading podcasting platform for creators and advertisers, announced the integration of **PodRoll with Libsyn**, a new discovery and monetization tool that enables dynamic feed drops directly within the Libsyn platform.

PodRoll with Libsyn unlocks a new way for creators to earn revenue—stackable with or without existing podcast advertising monetization strategies. There are no in-episode ads and no permanent edits to the podcaster’s feed. Instead, PodRoll features “You Might Also Like” promoted episode slots, showcasing episodes from similar shows on Apple Podcasts and Spotify. Available now to all Libsyn podcasters, it’s a simple, effective way to support the growth of other podcasts while generating additional income.

“Creators thrive on two currencies – audience and revenue – and one fuels the other,” said **Brendan Monaghan**, CEO of Libsyn. “By integrating PodRoll into the Libsyn platform, we’re helping podcasters find a powerful way to reach new listeners while monetizing in ways that respect the audience experience. This is another step in our commitment to helping creators grow both their reach and their earnings through a unified platform built for every stage of the podcasting journey.”

Built for ease and flexibility, the integration allows Libsyn podcasters to gain access to PodRoll’s premium CPMs without minimum download requirements. Creators can easily opt into PodRoll, control settings, and view payouts within the same unified platform they already use for publishing, advertising, and subscription monetization.

How It Works:

- **Dynamic Feed Drops:** Promoted episodes appear in the second most recent episode slot of the feed, labeled “You Might Also Like,” and include the artwork and direct links for the promoted show.
- **Monetization Beyond Ads:** Creators earn revenue for each campaign while maintaining a clean listening experience for their audience.
- **Discovery Engine:** Campaigns are matched based on content categories, helping creators promote like-minded shows that resonate with their audience.
- **Transparent Experience:** The promoted episode includes the original podcast’s artwork, so listeners know exactly what they’re hearing, along with a standard disclaimer to provide clarity and transparency between creators and audiences.

PodRoll with Libsyn is now available to Libsyn customers looking to tap into new monetization streams and surface curated content their audiences will love. To learn more about PodRoll with Libsyn, visit our [blog](#).

About Liberated Syndication

Celebrating our 20th year in podcasting, Liberated Syndication Inc. (“Libsyn”) is the leading podcasting platform for creators and advertisers to host, distribute, monetize, amplify, and measure their audio and video content. The Company has powered more than 250,000 shows and delivered over 75 billion downloads to listeners around the world. [Libsyn Ads](#), trusted by over 2,000 advertisers, offers industry-leading podcast advertising solutions, serving as a comprehensive ad buying and management offering for creators, advertisers, and agencies to initiate and manage highly targeted campaigns across thousands of shows. Visit [libsyn.com](#) or [investor.libsyn.com](#) for more information on the Company and the platforms that it powers.

About PodRoll

PodRoll is the largest third-party feed drop marketplace in podcasting. Its innovative Dynamic Feed Drop technology enables seamless episode promotions, streamlining matchmaking, delivery, and measurement. Partnering with over 50 networks and thousands of podcasts, PodRoll empowers creators to grow audiences and monetize more effectively, reshaping the future of podcast promotion. Visit [podroll.fm](#) to learn more.

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