Campfire by AUDDY

A private audio channel for loyalty, community, and brand storytelling

What is Campfire?

A secure, on-demand podcast solution that combines segmented distribution with end-to-end creative and operational support. Campfire lets brands deliver exclusive, human-voiced updates and content to customers, members, partners, and communities – without relying on social algorithms or overloaded inboxes.

WHY IT WORKS

The Challenge	What Auddy Provides
Audiences ignore brand emails, ads, and organic social, and reach is increasingly unpredictable.	Private, invite-only audio shows and audio newsletters audiences actually finish, with per-listener engagement analytics.
Your most valuable audiences (VIPs, members, franchisees, partners) need different levels of access.	Segmented, access-controlled distribution by tier, geography, or role, with instant access changes.
Brands over-index on superfans, with little visibility into how passive or mid-tier audiences convert.	Engagement-tiered audio distribution and listener analytics that show how audiences move from passive followers to fans and advocates over time.
Launches, campaigns, and brand moments lose impact when reduced to headlines or short-form posts.	Conversational, narrative-led audio to add depth, intent, and personality to key moments, delivered quickly without operational overhead.
Exclusive content and partner materials cannot leak or live on open platforms.	Encrypted delivery, SOC 2 processes, and full access control for members-only content.
Marketing teams are stretched thin, and video is slow and costly to scale.	A fast, repeatable audio-first workflow supported by Auddy's award-winning team, enabling consistent output without added headcount.
Premium content drives real engagement, but it's treated purely as a cost centre.	Optional monetization via ads or host-read sponsorships, so you can offset or fully fund your podcast programme with appropriate partners.

Turn audience attention into insight and loyalty

Auddy Campfire shows how every audience tier engages – from casual listeners to superfans. See who listens, what they finish, and what drives deeper engagement, without relying on vanity metrics. With Auddy running the program end to end, you get a premium, insight-rich channel without adding tools, workflow, or headcount.

The result: Clearer signals on what resonates, smarter segmentation across tiers, and confident decisions about where to invest next – without adding any operational lift.

Ready to launch an insight-driven audio channel? Let's plan your first private podcast series.

Book a demo | auddy.com/demo