



# MISPERCEPTION RADIO DOESN'T DRIVE TRAFFIC OR SALES.

As the original mobile medium, radio reaches consumers wherever they are, influencing product consideration and purchase behavior.



## RADIO ADVERTISING INFLUENCES WEB TRAFFIC.



29%

29% lift in search in activity.

(Source: RAB: Radio Drives Search, Sequent Partners, Media Monitors & In4mation Insights, 2017)

For one insurance brand, radio drove 228% more online Google search activity than television in total and dollar for dollar.

(Source: RAB Radio Drives Search, Sequent Partners, Media Monitors & In4mation Insights 2017)

228% 



22%

22% in store traffic.

(Source: RAB: Radio Drives Store Traffic, TagStation, 2018)

8% lift in auto website traffic.

(Source: NumericOwl, Automotive, January 2018-September 2018)

8% 



3%

3% lift in restaurant search activity.

(Source: NumericOwl, Restaurants, January 2018 - October 2018)

AS THE TOP REACH MEDIUM, RADIO ALSO INFLUENCES CONSUMERS TO BUY – DELIVERING A POSITIVE IMPACT FOR ADVERTISER SALES.

\$10

Across a broad range of categories, radio's average return for every \$1 of ad spend was \$10.

(Source: Nielsen Catalina Studies, 2014-2016)

\$3

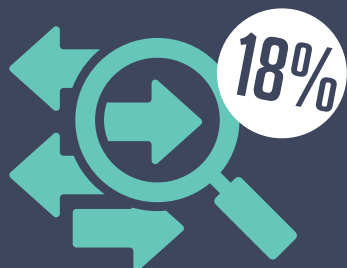


A quick serve restaurant received \$3 return on ad spend.

A grocery advertiser received a \$23 return on ad spend.



## WHETHER A RADIO AD OR RADIO PERSONALITY ENDORSEMENT, THEY DELIVER RESULTS FOR ADVERTISERS.



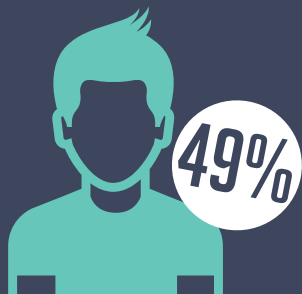
Radio drove an 18% increase in total web traffic for a utility company and the DJ endorsement spots performed 21% better than the campaign average.

(Source: AnalyticOwl, 2018)



Ads with disclaimers influence automotive purchase intent for those close to the decision-making moment.

(Source: Veritonic and Cumulus Media, 2018)



49% of listeners stated that DJ recommendations increase perceived value of brands, products and services.

(Source: USC, Annenberg School for Communication & Journalism, 2014)