



# Radio drives store traffic

*Measuring Radio : Proving Performance*



# Does radio drive store traffic?



# YES, Radio drives store traffic!





**Radio drove  
22%\* incremental  
store traffic**



*Across 10 Brands & 1.5M Spot Plays Analyzed.*

*\*Average Across Each of the 10 Individual Brands' Lift*



## Radio spots drive store traffic, vary across brand categories



Store Traffic Lift



# Data collection & processing



**Freckle**, our exclusive provider of offline attribution, matches mobile user locations to real world places

**Ad-ID** is the industry standard for identifying advertising assets across all media platforms, including broadcast radio

# How the study was conducted

- April 1 - June 30, 2018
- Top 100 US markets
- Includes 10 brands across 4 categories
- Number of radio spot plays analyzed 1.5M
- Study covered 7 week days, across a variety of formats relative to each brand's campaign spots
- 107K exposed FM smartphone listeners out of 515K
- Listeners were matched to Freckle location data





## 10 Brands analyzed across 4 categories





# The analysis

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For each of the 10 brands, **Store Traffic data was matched to listeners** on stations to which the spots played

**Average retail visits were calculated for those exposed to the spots and for a control group of unexposed visitors** listening within the same timeframe

The **percentage change in average retail visits** between the exposed group and the unexposed group was calculated – giving us **Store Traffic Lift**



# Considerations

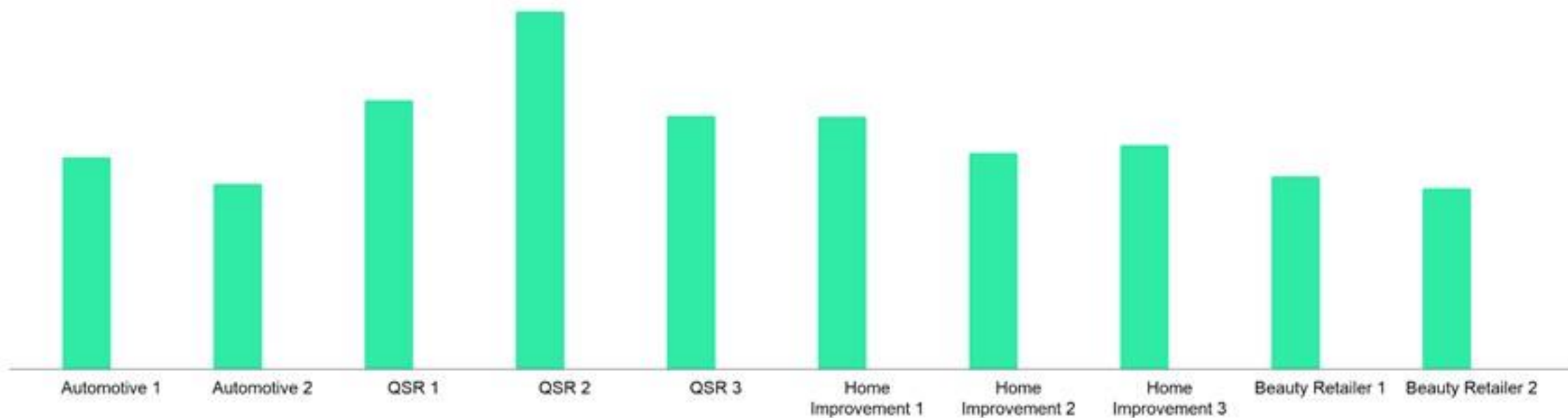
- Every brand and industry is **different**
- Formats, markets, stations, dayparts, days of week are **highly dependent** upon a brand's target audience/segments
- **Formats may vary** due to the number of stations and their content within each market
- This broad-ranging study **should not influence** where advertisers do/do not place buys



## Baseline: Average retail visits for control group or those who were not exposed

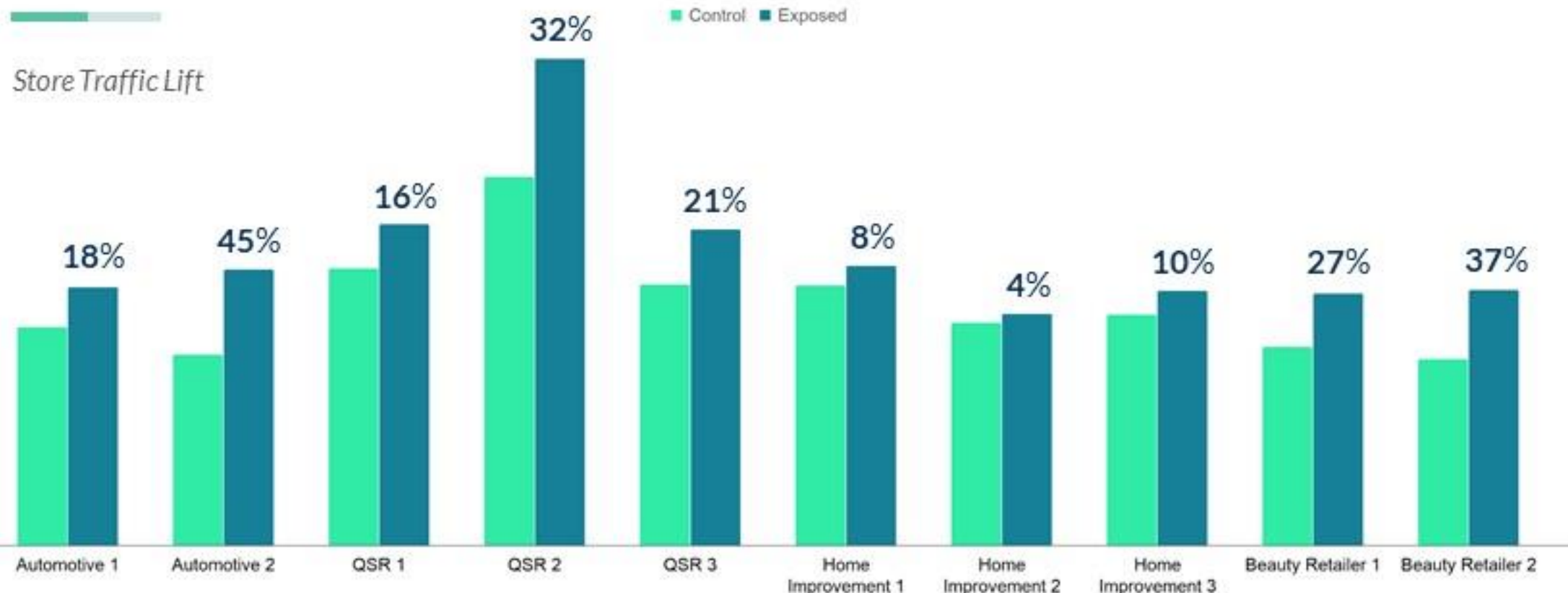


Control

*Store Traffic Lift*



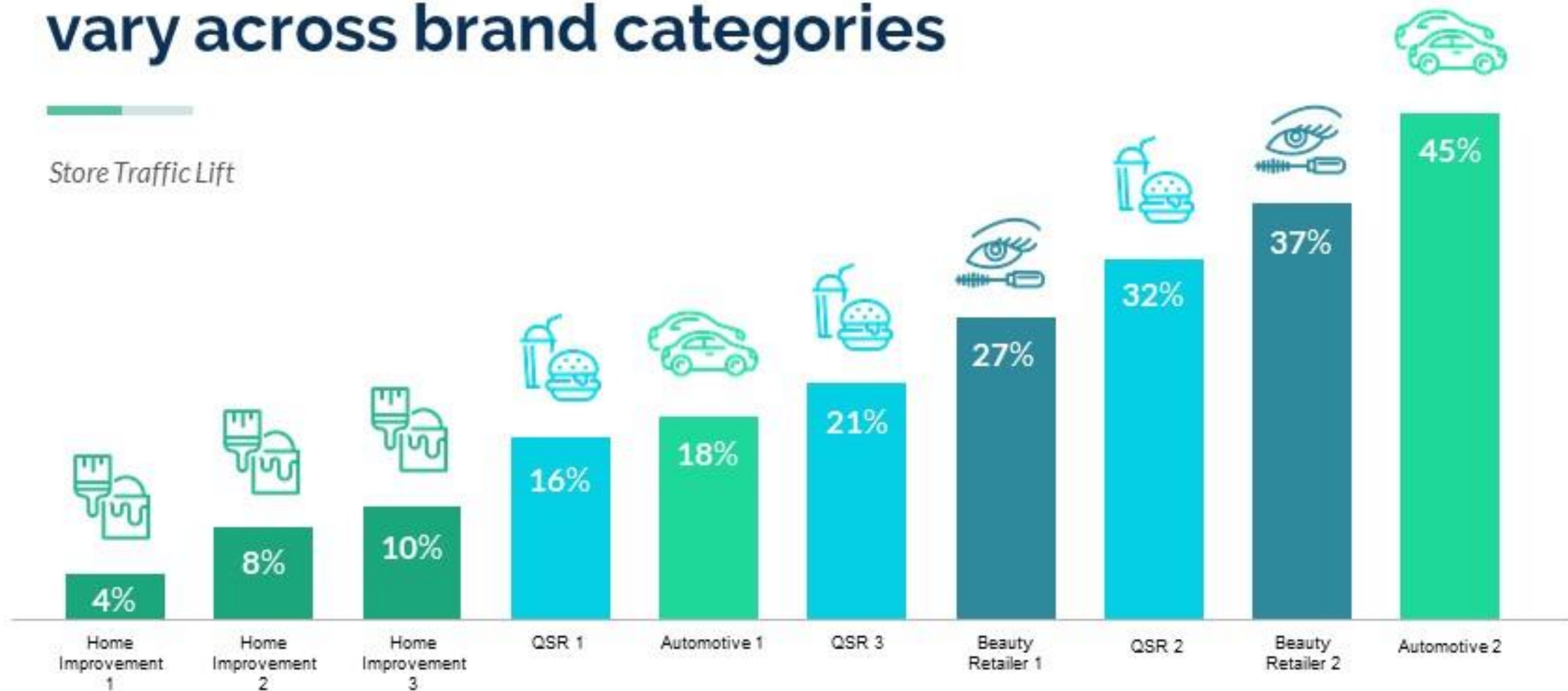
# Exposed audience had higher average retail visits



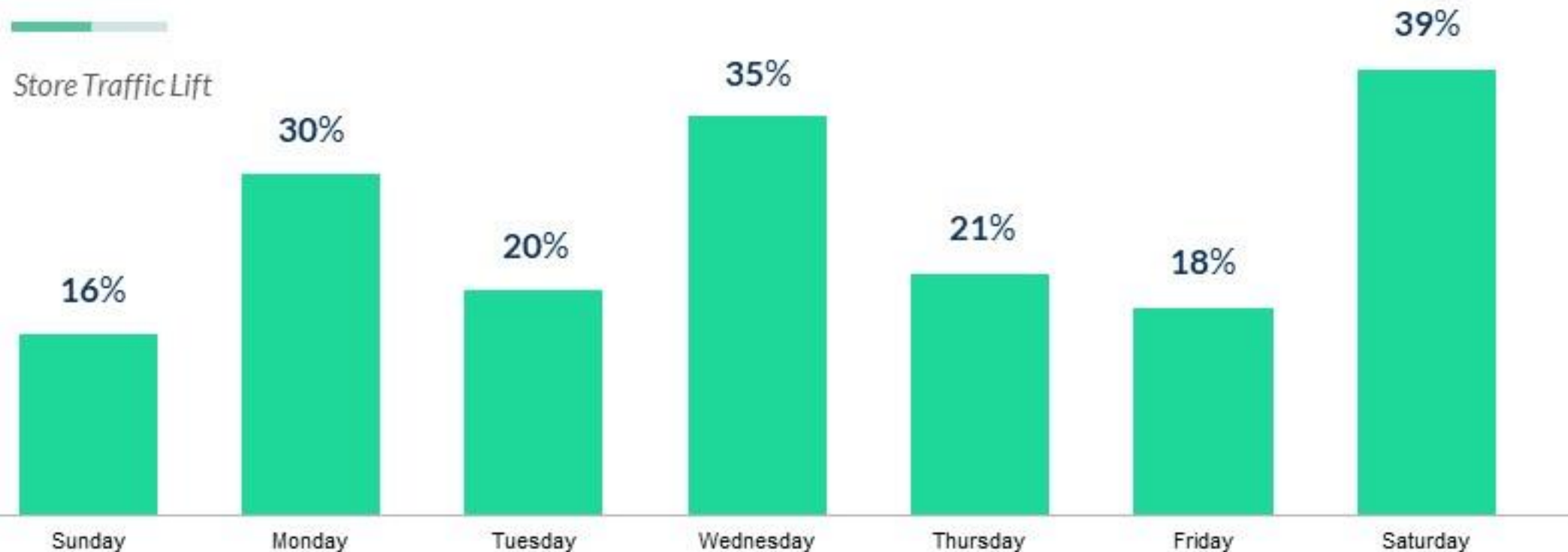
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Store Traffic Lift

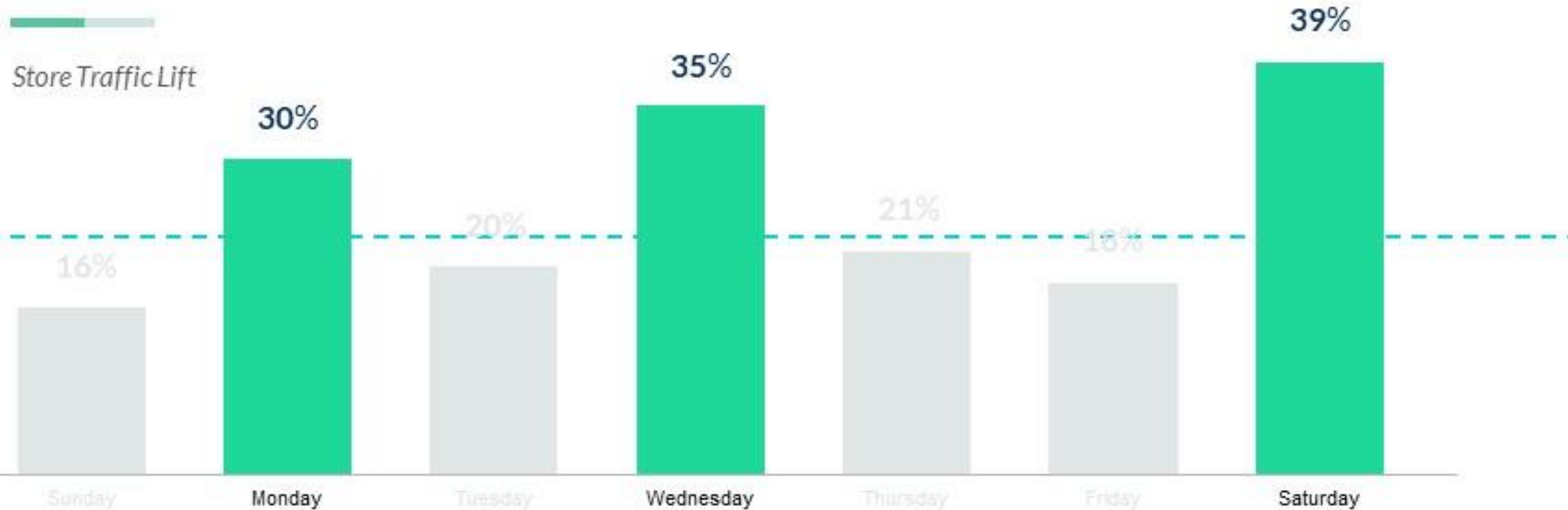


## Audiences exposed on Mondays, Wednesdays & Saturdays were more likely to visit retail stores

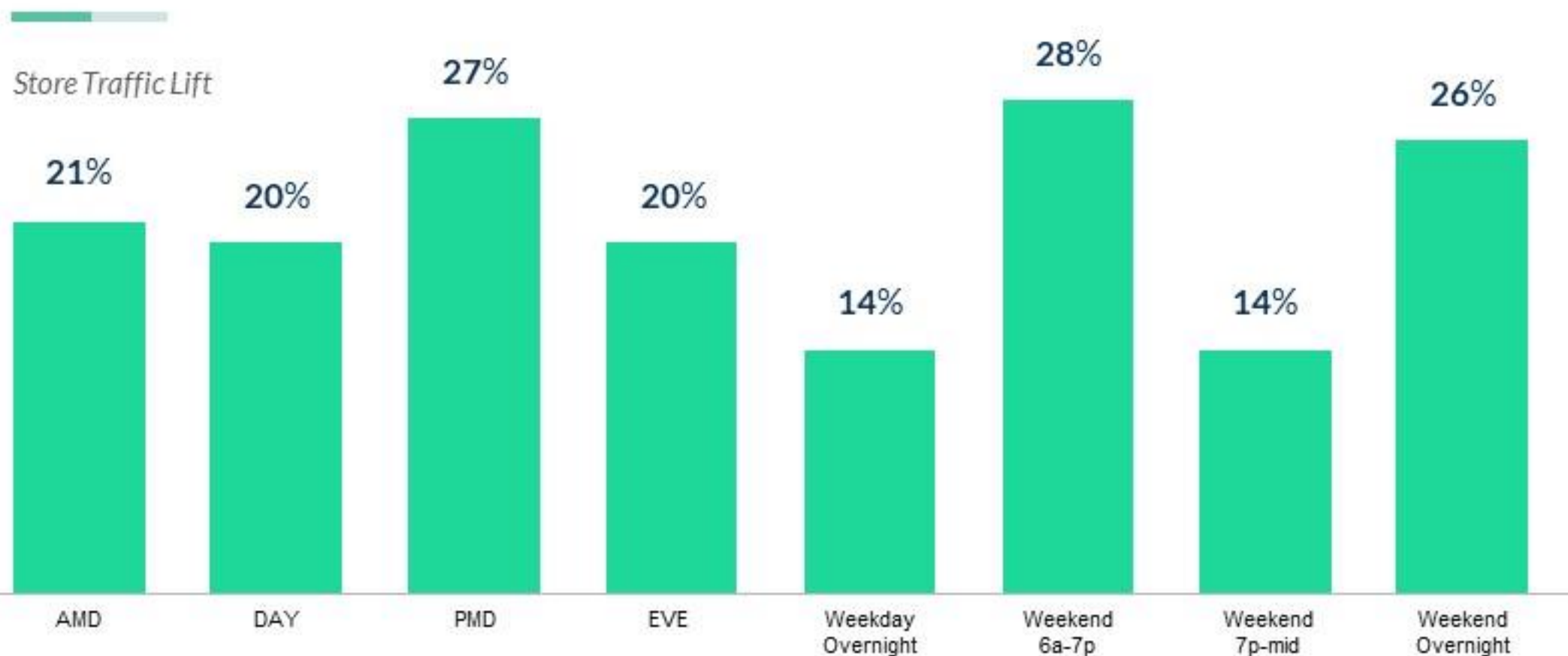




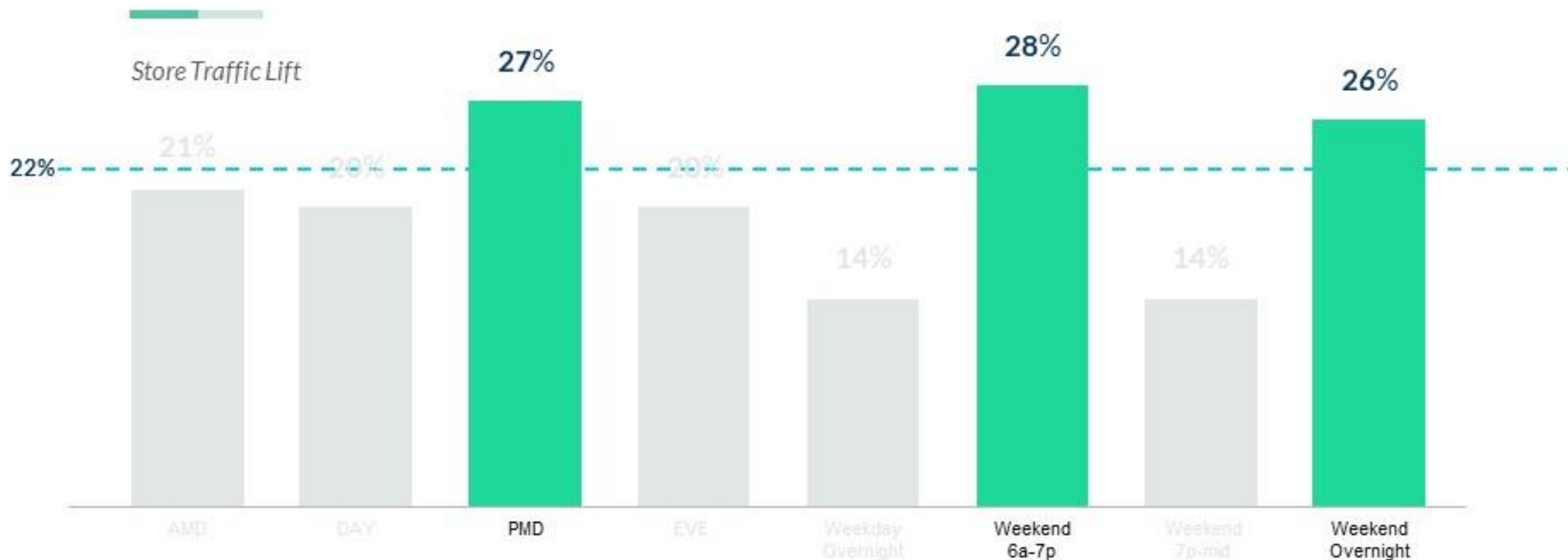
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## Weekend 6a-7p, Weekend Overnight & PMD exposure drove higher store traffic



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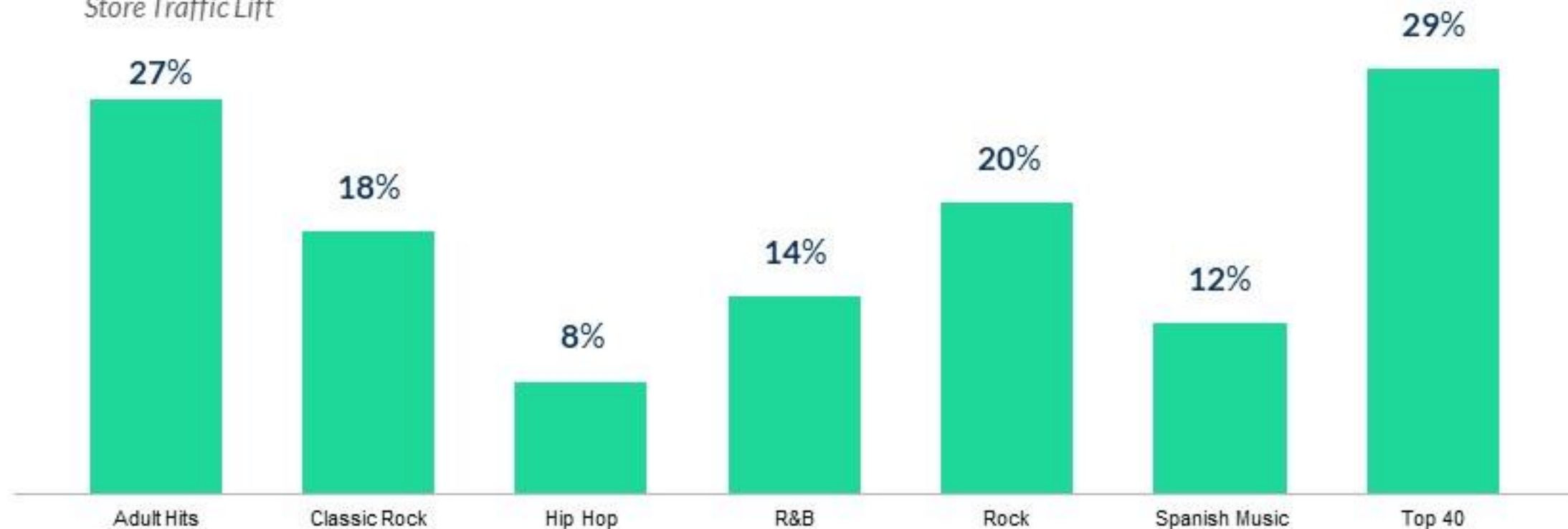




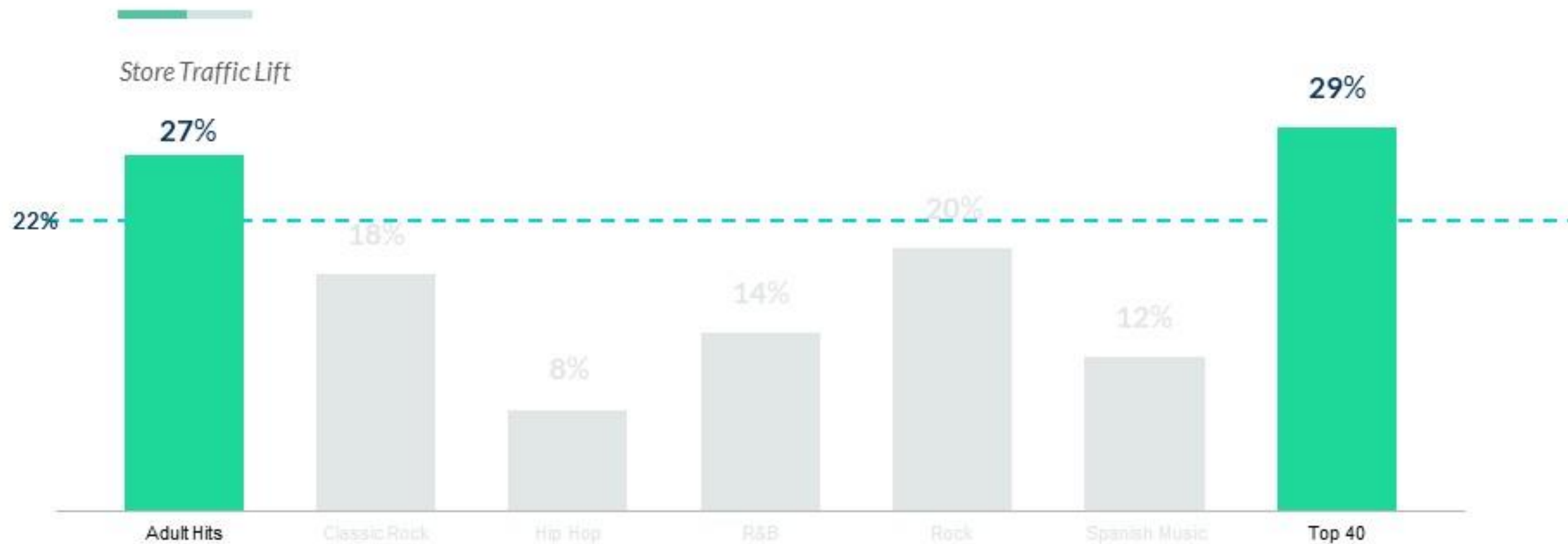
## Across study brands, exposure on Top 40 & Adult Hits formats saw highest store traffic lift



Store Traffic Lift



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# Automotive

*Average overall lift for the category  
was 32% based on two brands*

32%  
LIFT





# Automotive

## Day of Week



## Daypart



## Format



# QSR

*Average overall lift for the category  
was 23% based on two brands*

23%  
LIFT



# QSR

## Day of Week



## Daypart



## Format



# Home Improvement

*Average overall lift for the category  
was 7% based on two brands*

7%  
LIFT





# Home Improvement

## Day of Week



Sunday



Monday



Tuesday



Wednesday



Thursday



Friday



Saturday

## Daypart



AMD



DAY



PMD



EVE

Weekday  
overnightWeekend  
6a-7pWeekend  
7p-midWeekend  
overnight

## Format



Adult Hits

Classic  
Rock

Hip Hop



R&amp;B



Rock

Spanish  
Music

Top 40

# Beauty Retailer

*Average overall lift for the category  
was 32% based on two brands*

32%  
LIFT



# Beauty Retailer

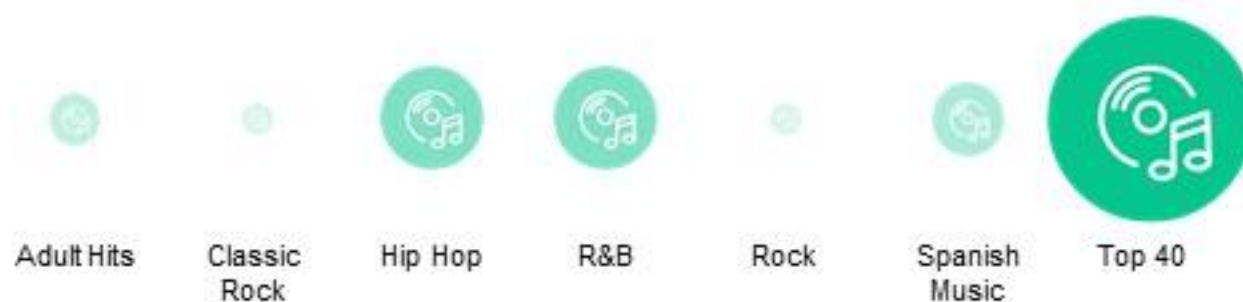
## Day of Week



## Daypart



## Format



## In Summary



# Analysis of data proves:

- **Radio drove incremental store traffic**  
*22% lift on average across 10 brands*
- **Radio's ability to drive store traffic varied significantly by category**  
*Home Improvement at 7% to Automotive and Beauty Retailer at 32%*
- **Store traffic also varied significantly by brand within category**  
*Home Improvement had a 6% gap between brands while Automotive had a 27% gap*