

RADIO DRIVES SEARCH FOR AUTO INSURANCE



AnalyticOwl

RAB RADIO
ADVERTISING
BUREAU

Key Drivers

- 36% of adult car-owners don't shop around or compare rates
 - 18% shop every 1-2 years
 - 16% shop every 2-3 years
- Reasons they do shop
 - Discounts/offer from a competitor
 - New vehicles
- Factors when selecting a company
 - Reputation of the company
 - Potential discounts available
 - 24/7 customer service
- Factors to stay with a company
 - Safe driving discounts
 - Loyalty discounts
 - On-time payment discounts

Auto Insurance Decisions

COVID-19's Impact on Auto Insurance

- 22% considered delaying their auto insurance payment due to COVID-19
- 33% would shop for or switch to another carrier to manage the cost of their auto insurance
- 45% recalled being contacted by their agent/carrier regarding a premium rebate
 - 61% said this increased their loyalty
- 58% chose digital as their most used channel to shop for insurance

Auto Insurance Decisions

Radio Reaches:

- 90% of Adults 18+ ...
- 94% of Blacks/African-Americans...
- 93% of Hispanics ...

who plan to switch auto insurance provider within the year.



RADIO REACHES AUTO INSURANCE SHOPPERS

BACKGROUND: DATA

Jan – Dec 2020

35.7K radio ads

2.11M sessions



RADIO DRIVES SEARCH FOR AUTO INSURANCE

Radio campaigns influence search and web activity – even higher during a pandemic

	JAN – DEC 2020
Increased visitor lift average	12%
On-Air vs Off Air traffic	+15%
New visits per airing	2.2
Total visits	135 Thousand

Source: NumericOwl Auto Insurance Jan-Dec 2020



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RADIO DRIVES FOOT TRAFFIC FOR AUTO INSURANCE

Radio campaigns influenced visits to local agents.

	JAN – DEC 2020
Total overall foot traffic	25,600
New visitors influenced/increased by radio	59%
Days on air – <i>New</i> foot traffic (avg)	16

Source: NumericOwl Auto Insurance Jan-Dec 2020

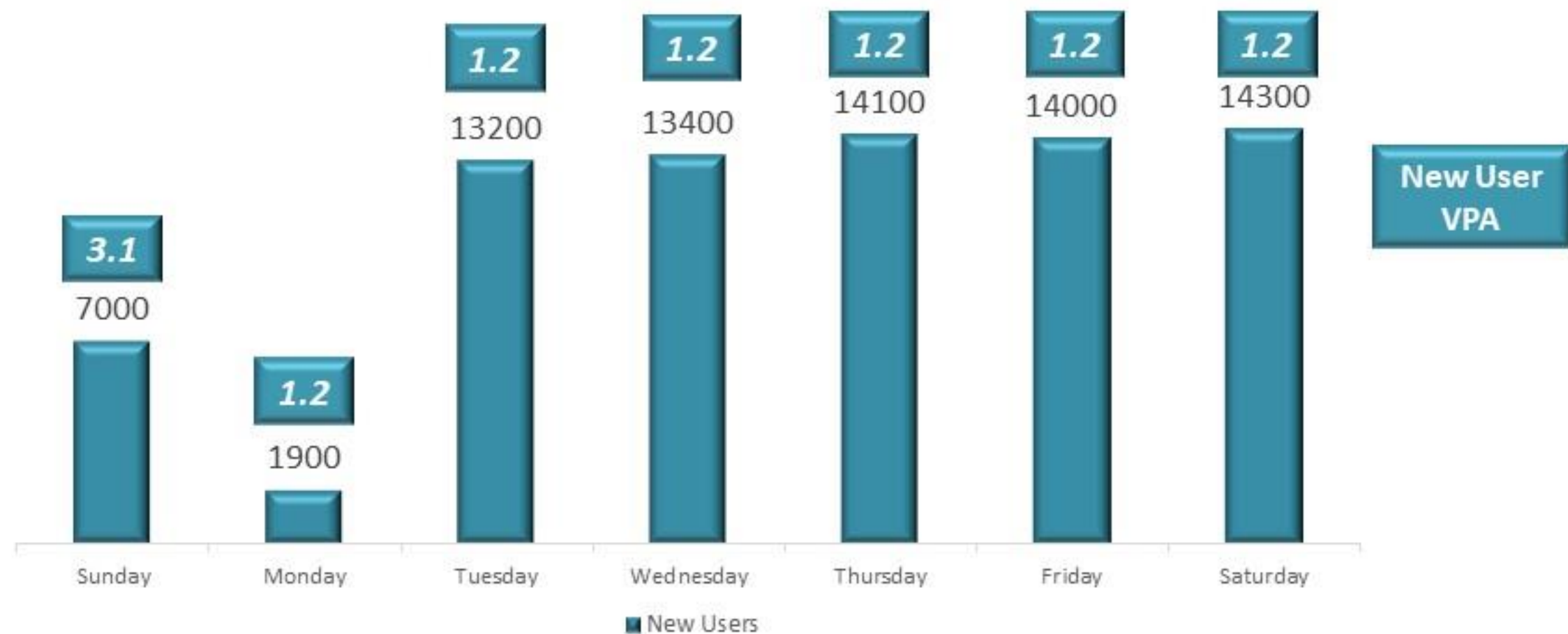


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WEB TRAFFIC PEAKED TOWARDS WEEK'S END

HIGHEST NEW VISITS PER AIRING ON SUNDAY



Source: NumericOwl Auto Insurance Jan-Dec 2020



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DAYPARTS USED IMPACT OVERALL WEB VISITS

All site visitors are a sales opportunity



Midday

(10 a.m. - 3 p.m.)
highest new
visitors
per airing



Evening

(7 p.m. - 12 midnight)
generated 82%
of Midday new
visits *per airing*



Afternoon

(3 p.m. - 7 p.m.)
generated
60% of
Midday
new visitors



Morning

(6 a.m. - 10 a.m.)
Comparable
new visitors as
Afternoon



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Source: NumericOwl Auto Insurance Jan- Dec 2020

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RADIO DRIVES SEARCH FOR AUTO INSURANCE

Radio - an effective medium for auto insurance advertisers.

- Radio reaches 90%+ of potential adult auto insurance shoppers
- 15% increase in web traffic when radio campaign is on air versus off.
- Sunday delivered the highest visits per airing of new users.
- Radio drives new web visitors daily to auto insurance sites