

AM/FM Radio Innovation and Technology Power Consumer and Advertiser Engagement



DIVISIONS OF CUMULUS MEDIA

The state of audio & attribution

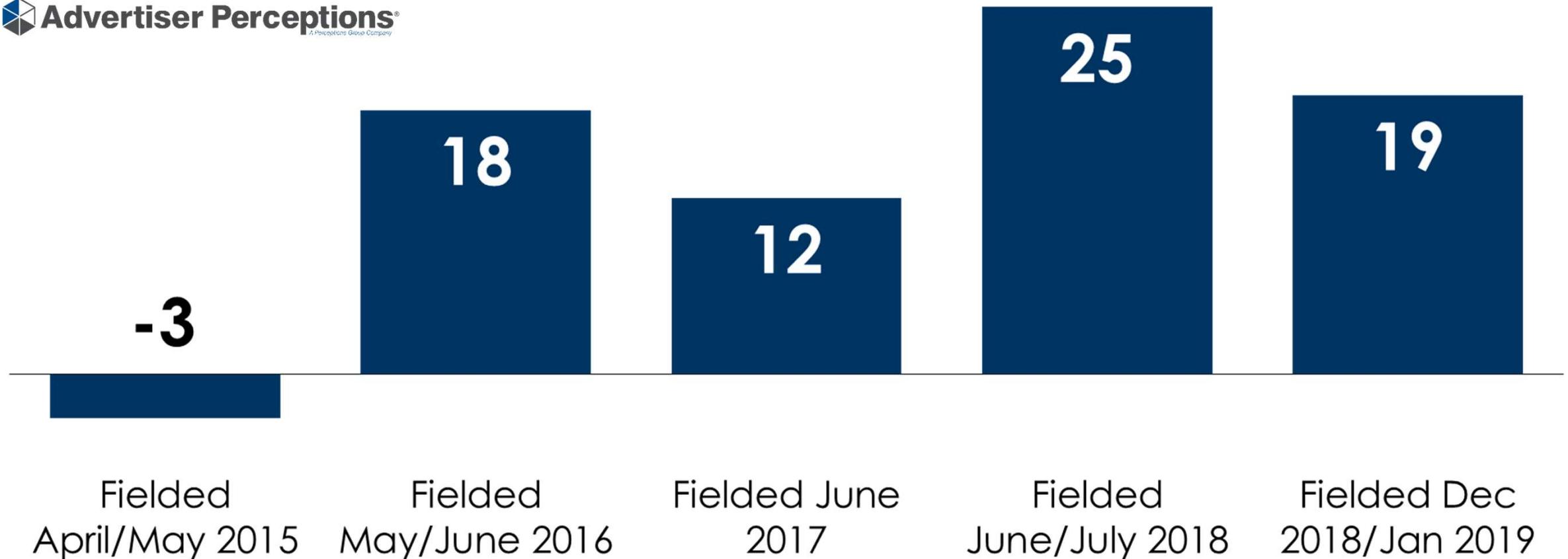
Agenda

- Advertiser Perceptions: AM/FM radio spend intentions
- P&G's AM/FM radio rediscovery
- Share of Ear: The state of American audio
- AM/FM in the context of U.S. media
- Podcasting and smart speakers
- Trends in attribution and measurement

Spend intention remains high for AM/FM radio

Advertiser net spending optimism = increase in spending minus decrease in spending

 **Advertiser Perceptions**
A Perceptions Group Company



Source: Advertiser Perceptions Intelligence Report. Optimism Index is calculated by the subtraction of decrease responses from increase responses

 **Advertiser Perceptions**
A Perceptions Group Company

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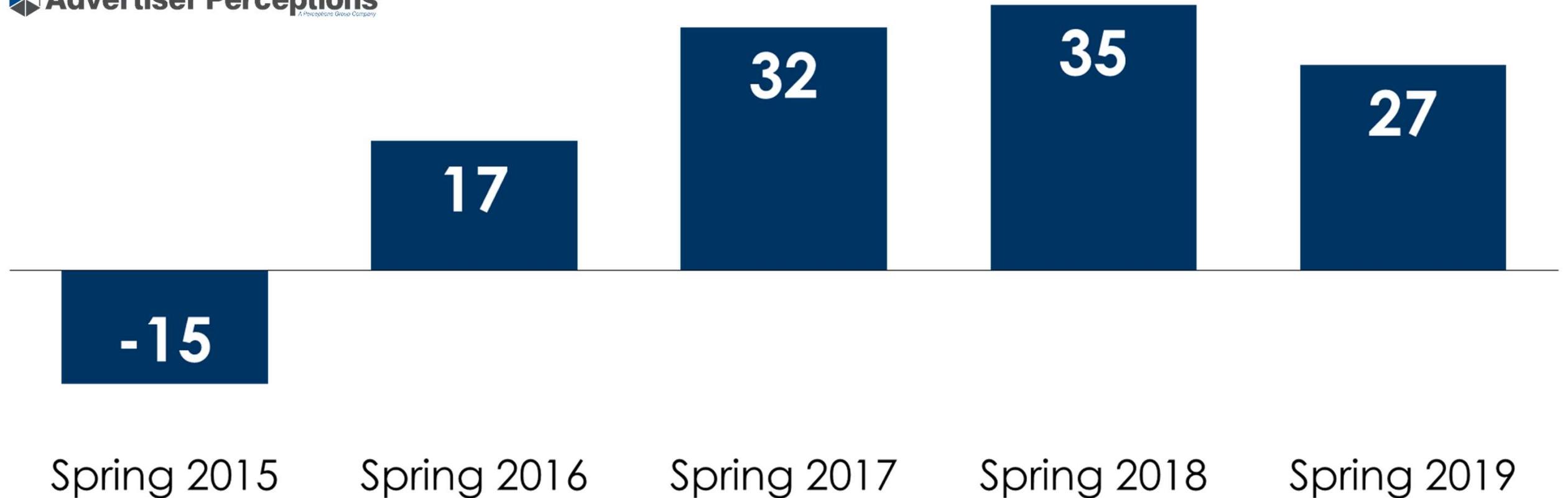
 Curious Radio
 Westwood One

AM/FM radio spend intention still positive among large advertisers

Advertisers with a total media budget of \$75 million+

Advertiser net spending optimism = increase in spending minus decrease in spending

 **Advertiser Perceptions**
A Perceptions Group Company



Source: Advertiser Perceptions Intelligence Report. Optimism Index is calculated by the subtraction of decrease responses from increase responses

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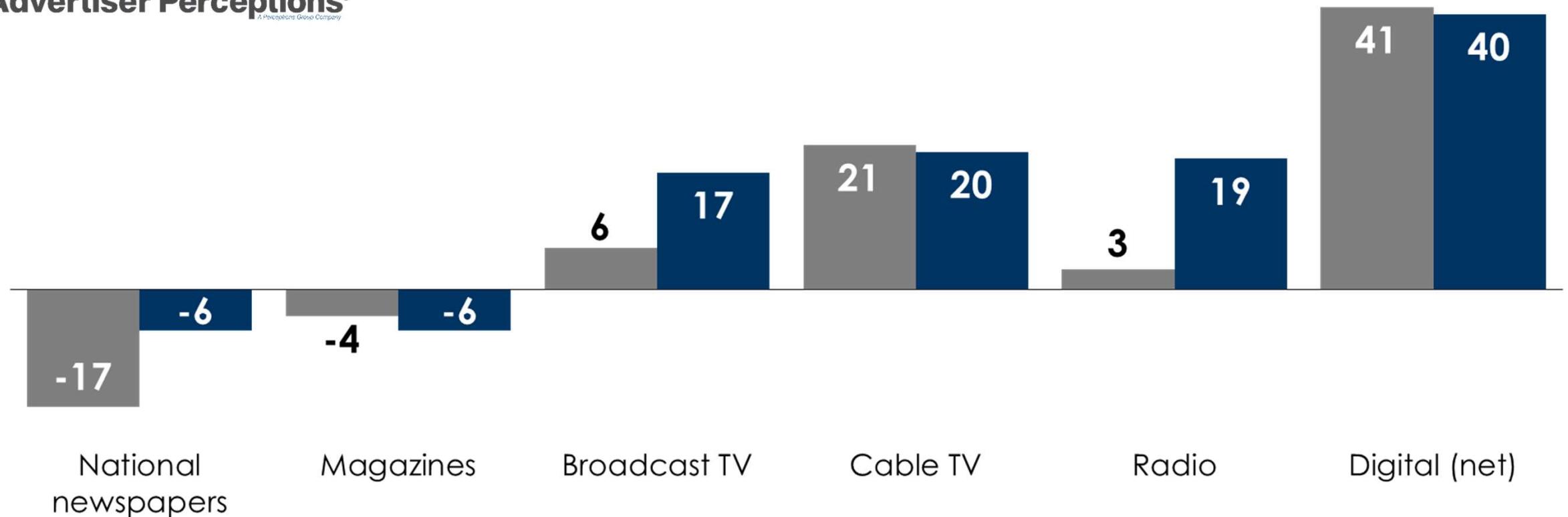
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Mass reach media surge in spend intention: Broadcast TV and radio show greatest growth

Optimism Index: net % saying spending will increase

■ Fall 2014 ■ Spring 2019



Source: Advertiser Perceptions Intelligence Report. Optimism Index is calculated by the subtraction of decrease responses from increase responses

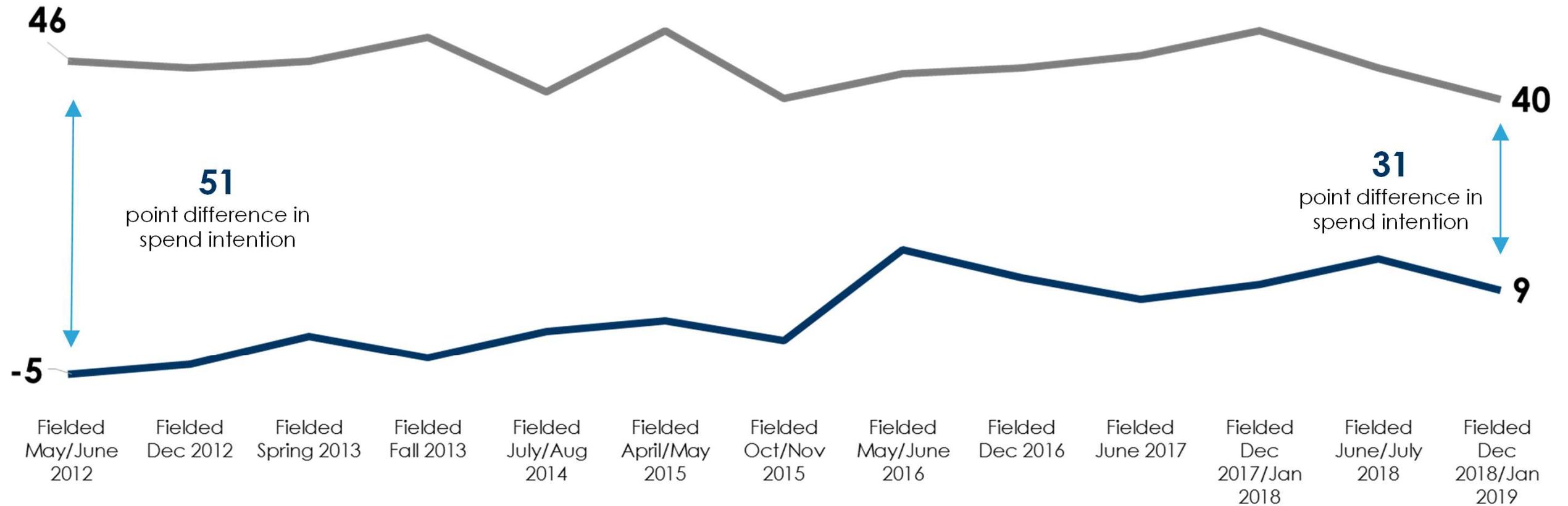


The gap between digital spend intention and traditional media spend intention continues to narrow



Optimism Index: net % saying spending will increase

— Digital average — Traditional media average



Source: Advertiser Perceptions Intelligence Report. Optimism Index is calculated by the subtraction of decrease responses from increase responses; Digital average includes digital & mobile; Traditional media average includes radio, cable TV, broadcast TV, magazines, national newspapers



Brand safety remains important when evaluating media placements; AM/FM radio offers immense brand safety

According to Advertiser Perceptions, **61%** of marketers believe that brand safety is somewhat more important or much more important.

AM/FM radio is a safe alternative for brands weary of digital fraud, third-party data control, and unregulated social media channels.

- AM/FM radio formats and personalities are cleared to air because they are held accountable by the FCC.
- Traffic departments oversee radio buys and the placement of ads.
- Controversial programming can be blacked out and avoided.
- Consumers trust radio and radio personalities.



2020 Advertising Trends to Watch



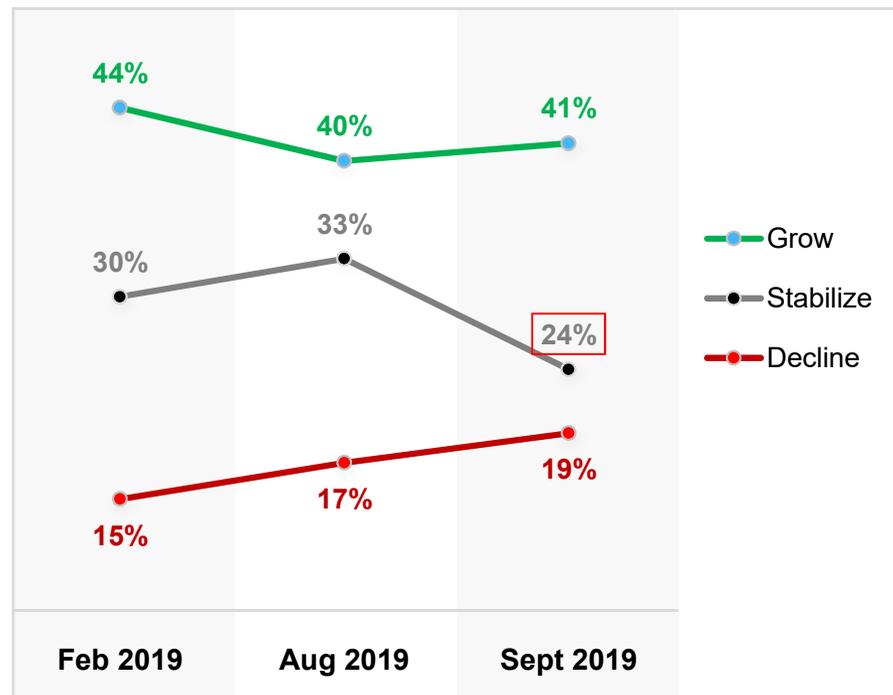
What Advertisers Think™

The More You Know
The Stronger Your Brand
The More You'll Sell™

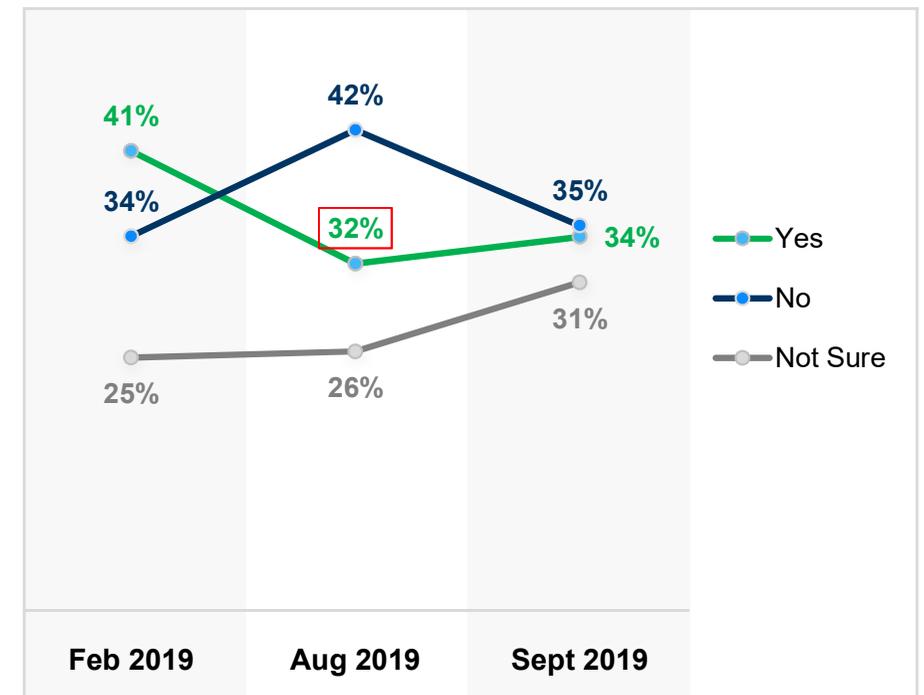
Media Sellers Must Be Flexible

The unstable economic and political environment will incite a stronger desire for campaign flexibility and optimization

Will US GDP Continue to Grow Next 12 Months?



Will US GDP Impact Your Ad Budgeting in the Next 12 Months



Statistically Higher / Lower than Previous Wave at a 90% LOC

Qem12a. Do you believe the US GDP will continue to grow over the next 12 months?
 Qem12b. Will the US GDP impact your ad budgeting over the next 12 months?
 Base: All Respondents

Facebook: “No one has hit the panic button”

Clients aren't fleeing Facebook, yet. Look for some attrition around Q1 when election season picks up and Facebook is, inevitably, back in the limelight.

Percent Rating Media Brands 'Must Buy'

Must Buy Rank		
1.	Facebook	72%
2.	YouTube	55%
3.	Instagram	47%
4.	Twitter	44%
5.	Amazon (Amazon Media Group)	43%
6.	Google (Net)	42%
7.	Fox News	38%
8.	ESPN	38%
9.	LinkedIn	37%
10.	CBS	36%

Must Buy Rank		
11.	Hulu	36%
12.	CNN	35%
13.	CBS Sports	35%
14.	NBC	34%
15.	Fox	34%
16.	NYTimes	34%
17.	NFL	34%
18.	Univision	34%
19.	Walmart.com	34%
20.	Pandora	32%

QX16a: Below is a short list of some of the brands you said you might or definitely would advertise with in the coming six months. Please sort them into the most appropriate group. Base: Might/Definitely Would Advertise

“Brand over time gives way to sales over night”

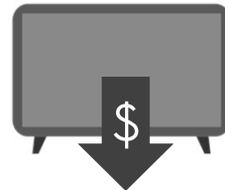
Advertisers are looking for partners who offer a combination of scale & granularity

Key Drivers of Advertising Buying Intention

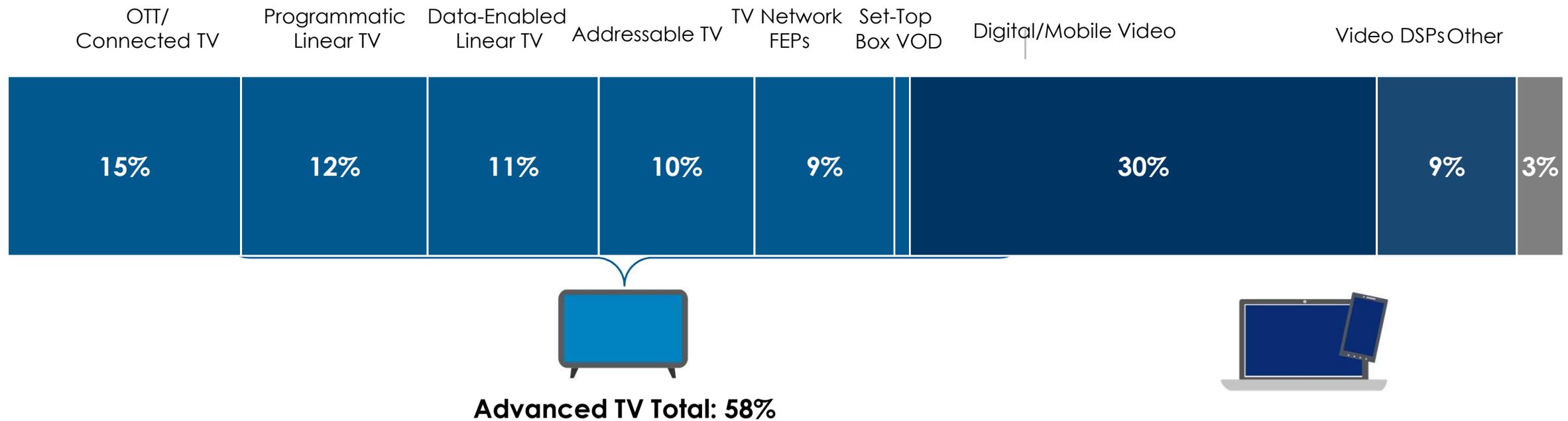
1.	Audience (Reach, Engagement, Composition)
2.	Ad Results
3.	Marketing Services
4.	Brand Strength

Advanced TV Continues To Grow In Importance

As viewership to linear TV declines, marketers are searching for alternative platforms that help them achieve their reach and frequency goals



One-third of advertisers are reallocating Linear TV budgets



Q30c. You indicated that your [company's/clients'] budget for **Linear TV** will be decreasing 12 months from now. Where will the budget previously allocated to Linear TV **primarily** be going?
 Base: Planning to Decrease Linear TV Spending in Next Year

The growth in the availability of data creates opportunities *but also* stumbling blocks

In programmatic, measurement gaps are driven by complexity

Percent ranking as a top three programmatic measurement gaps

Inability to measure cross-platform media buys holistically	37%
Conflicting results from different sources	31%
Complexity of integrating data sources	31%
Overestimation of performance metrics	29%
Too reliant on cookie-based technology	26%
Insufficient attribution for every media type	24%

Q19. Which three of the following are the biggest gaps between what you need and what is typically delivered for the measurement of your programmatic advertising?

Base: Involved in Programmatic

Reach is the most powerful media sales driver

Nielsen study of 500 advertising campaigns and media elements that contribute to sales

Reach

61%

Targeting

25%

Recency 14%



Reach
drives sales

2.5X

more than
targeting

“Radio has what P&G wants — unmatched reach”



“After a decades-long absence, Procter & Gamble is back in business with radio. During a NAB Radio Show panel Thursday afternoon, one of P&G’s top media and marketing execs said the company will increase its new plan to spend on radio.”

“We are spending more and you’re going to see more in the next couple of quarters,” John Fix, analyst/manager—North America Media & Marketing at P&G.

Digital fraud and alarming TV audience erosion caused P&G to return to radio

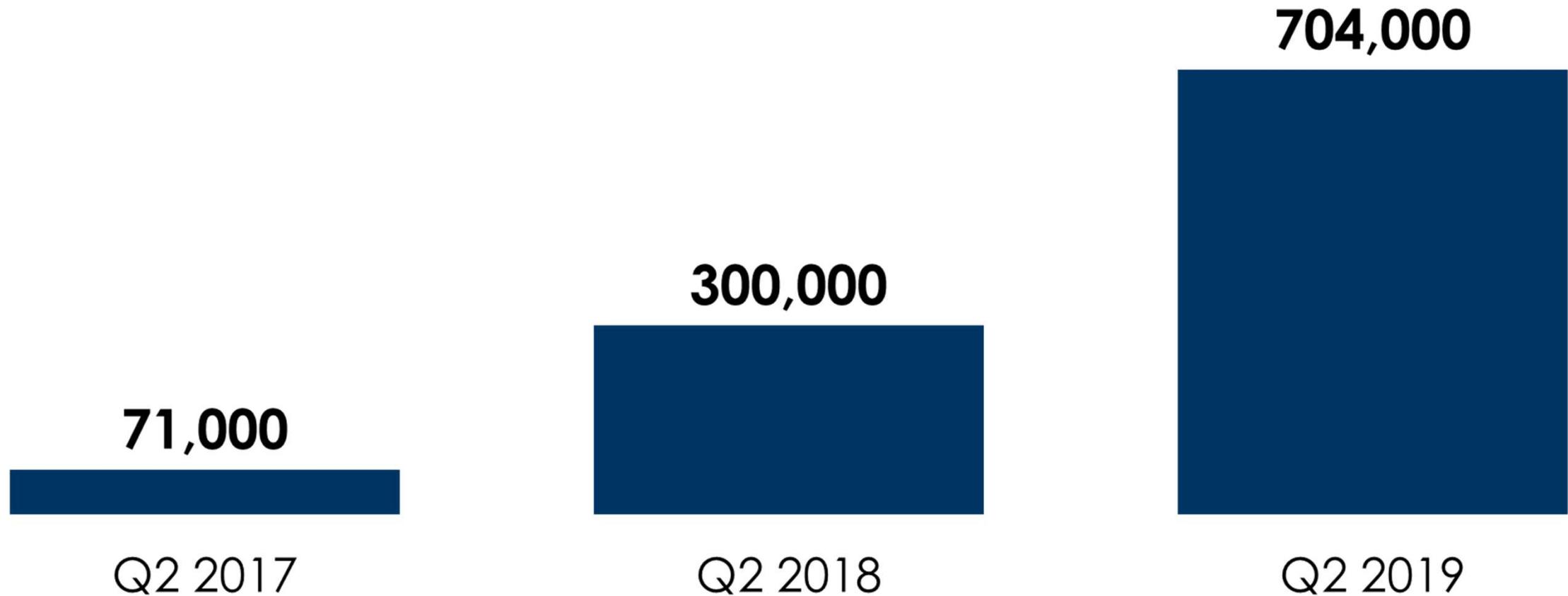
“P&G and other CPG giants have grown frustrated by narrow digital-ad targeting. P&G wants to speak to everyone, not a narrow target,” Fix explained, which is why it has rediscovered radio.

“P&G wants to reach as much of America as it can, once a week”, Fix explained. While TV has been its media cornerstone, it’s a costly investment to use television to reach 72% of the U.S. “The brands are looking to get the reach they want and they can’t get it with TV,” Fix said. “Knowing that, radio seemed to be an option.”

P&G is now augmenting its media portfolio with radio buys for some of its biggest brands to reach Americans it can’t get through TV. “You saw 93% of household are listening to radio. That’s the scale I need for my brands to reach the people that buy them,” Fix said.

P&G AM/FM radio ads have grown nearly 10X since 2017

Media Monitors: Procter & Gamble AM/FM radio ad occurrences



**The state of
American audio:
Edison Research's
Share of Ear Q2 2019**

The data: about Edison's Share of Ear



“Share of Ear” is the authoritative and definitive view of how Americans consume audio content. Edison reports share of audio time spent and percentage of Americans who use each content source.

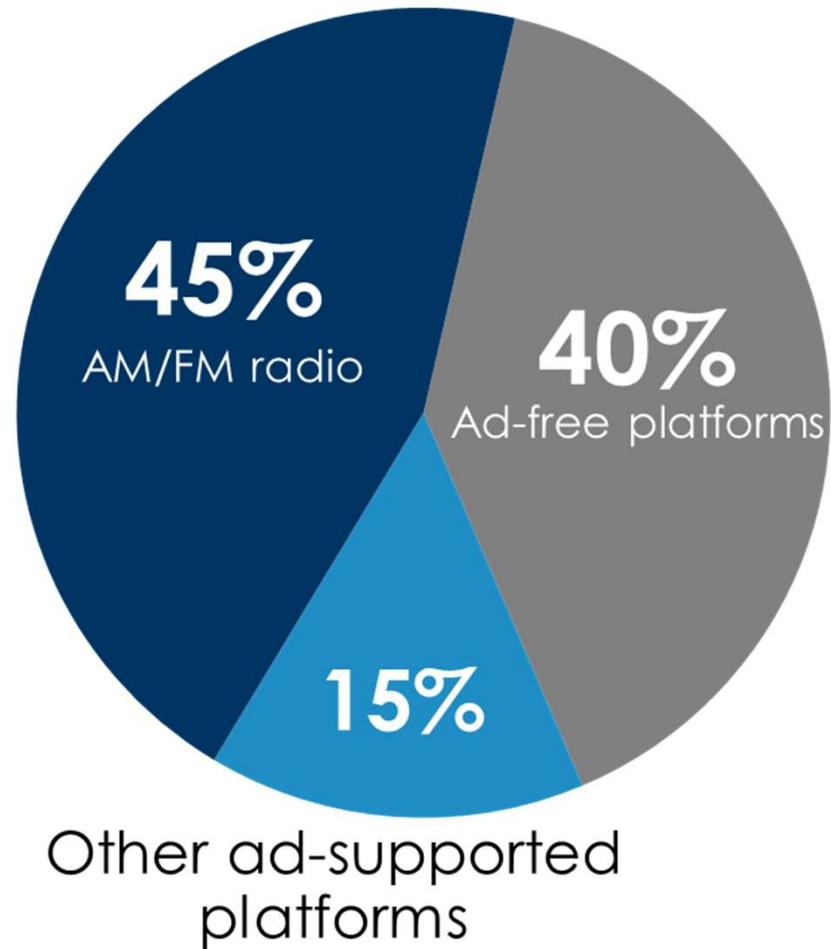
Each quarter, Edison Research conducts a study to track consumer use of audio. 1,000 respondents keep a 24-hour diary to record audio usage. Each released study reflects 4,000 respondents, representing a rolling average. This wave is based on persons from Q2, Q3 2018, Q1 and Q2 2019.

Edison is a leading provider of AM/FM radio research, with more than 20 years experience. They also conduct exit polling for all national elections for America's television networks.

The size and strength of AM/FM radio

Americans spend 60% of their audio time with ad-supported media

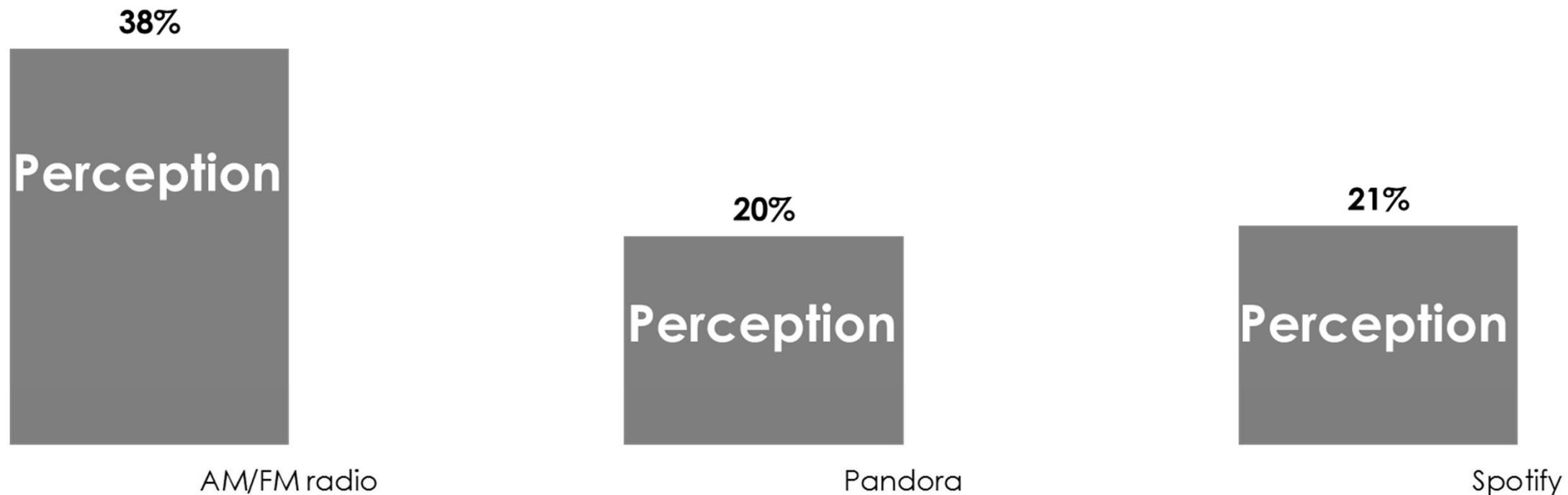
Share of audio time spent among persons 18+



AM/FM radio accounts for **76%** of the daily audio time spent with any ad-supported platform

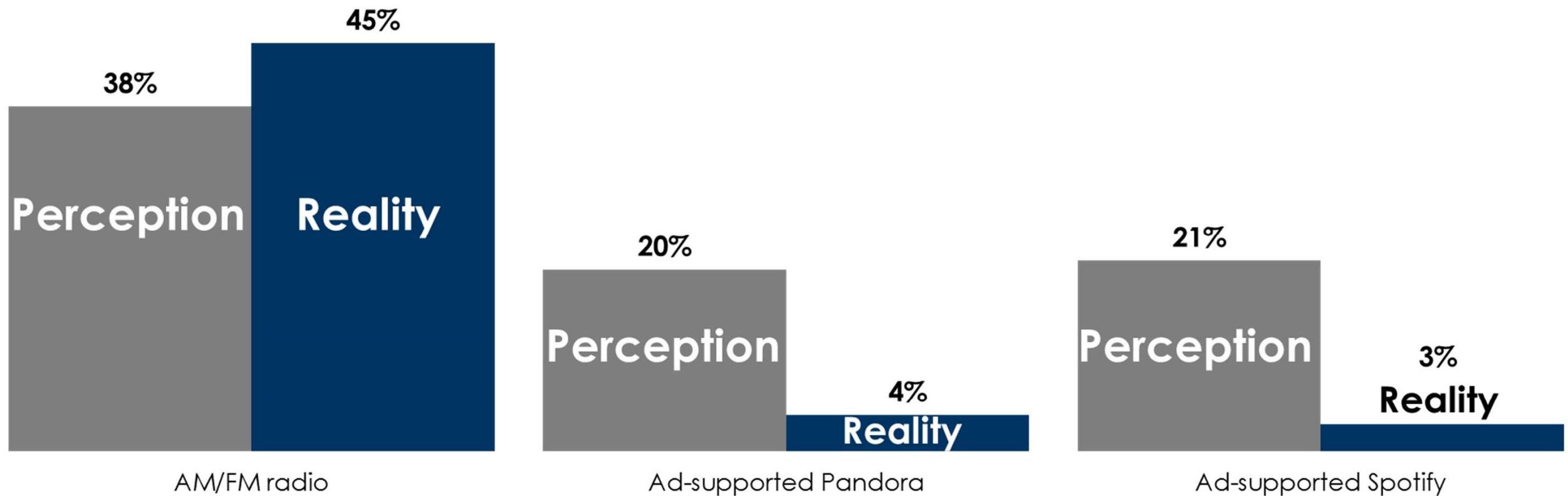
Advertisers think AM/FM radio's audience share (38%) trails Pandora/Spotify (41%)

According to Advertiser Perceptions, advertisers and agencies think the share of audio time spent with AM/FM radio is less than combined streaming



In reality, the audience share of AM/FM radio is 6 times bigger than Pandora and Spotify combined

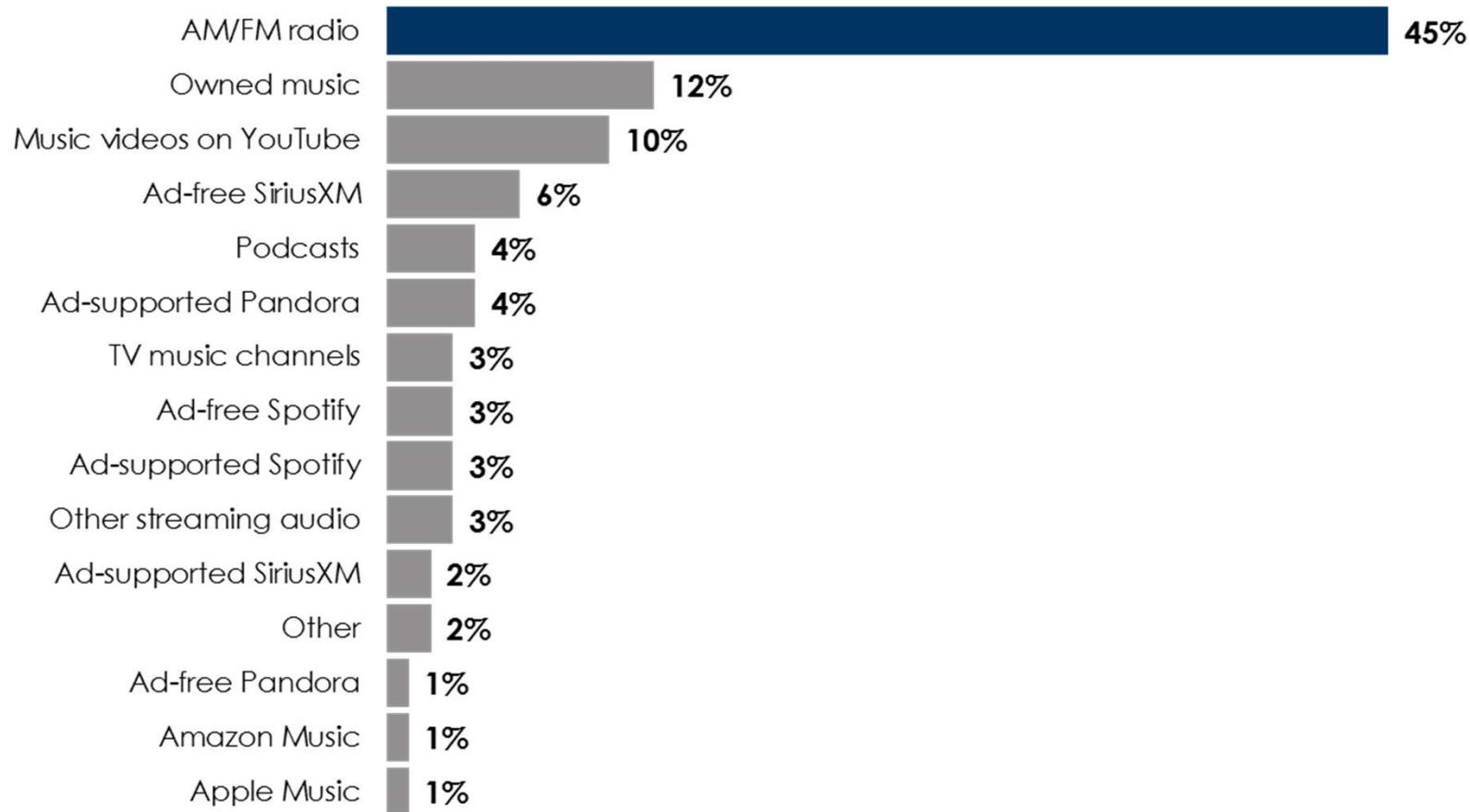
Perception of advertisers and agencies vs. actual share of audio time spent among persons 18+



The size and strength of AM/FM radio

AM/FM radio is the centerpiece of audio

Share of audio time spent among persons 18+



Reality:

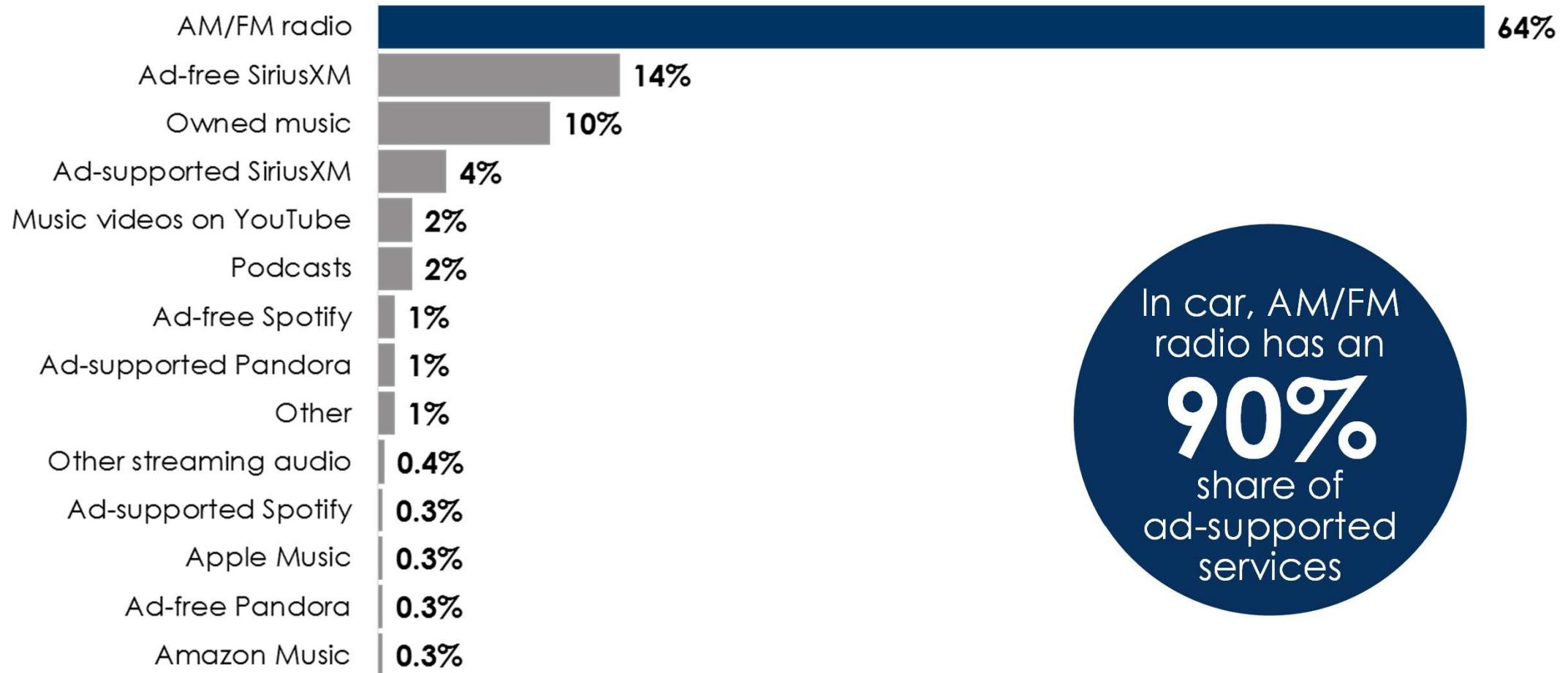
AM/FM radio is **11x** bigger than ad-supported Pandora (45% versus 4%)

AM/FM radio is **15x** bigger than ad-supported Spotify (45% versus 3%)

The size and strength of AM/FM radio in car

In car: AM/FM radio dominates

Share of audio time spent in-car among persons 18+

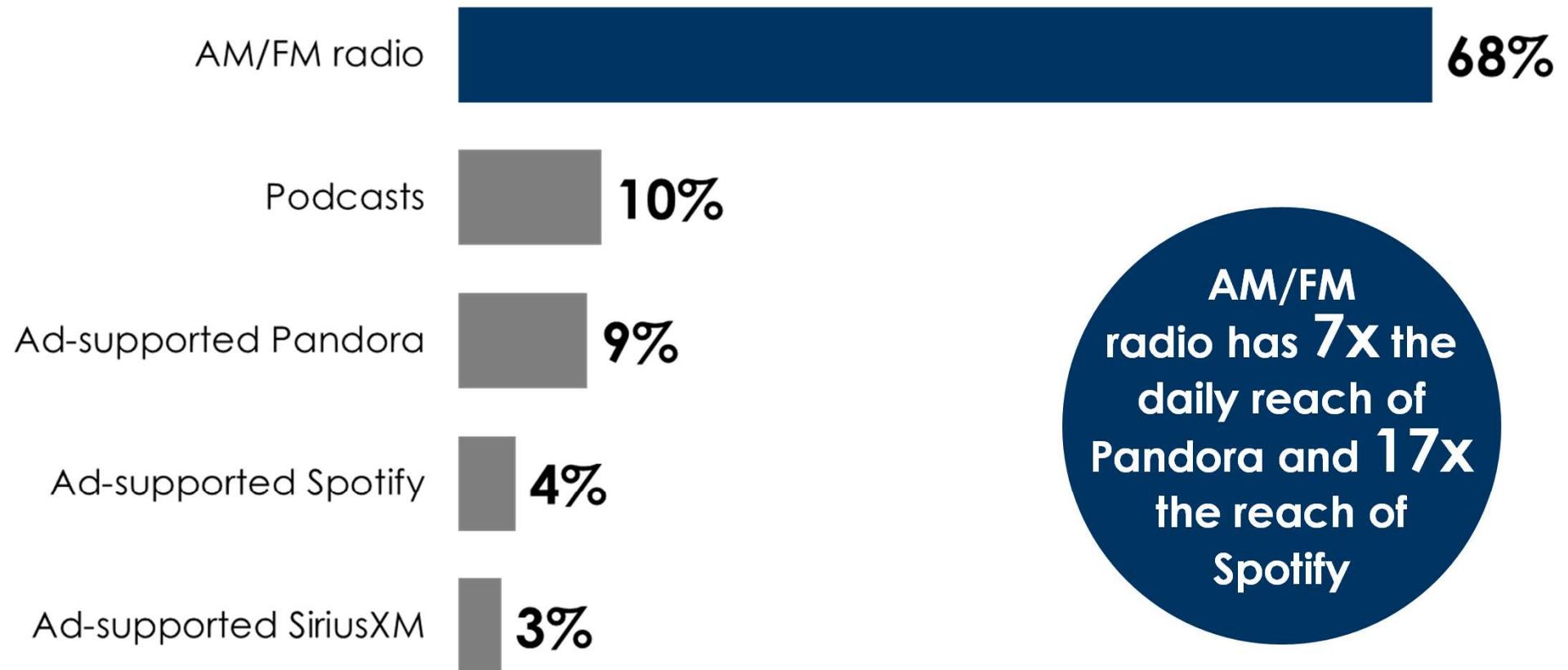


In car, AM/FM radio has an **90%** share of ad-supported services

The size and strength of AM/FM radio

AM/FM radio outreaches ad-supported audio platforms daily

% of persons 18+ who listen daily



AM/FM radio reaches consumers on the path to purchase

Most streaming listening occurs at home, as background music

68%
of AM/FM radio
listening is away
from home

Only
35%
of streaming audio
listening is away
from home

Key findings: AM/FM radio

- **Centerpiece of audio:** 45% of all audio time spent goes to AM/FM radio
- **AM/FM radio dominates digital audio:** AM/FM radio share is 11x greater than ad-supported Pandora and 15x larger than ad-supported Spotify
- **Massive reach:** AM/FM radio reaches 68% of Americans daily, significantly more than digital audio; Pandora and Spotify are reach challenged
- **On-the-go audience:** two-thirds of all AM/FM radio listening takes place out of home, close to the point of purchase; most streaming listening occurs at home
- **Highest share for in-car audio:** 64% of audio time spent in the car goes to AM/FM radio, a 90% share of ad-supported audio

AM/FM in the context of U.S. media

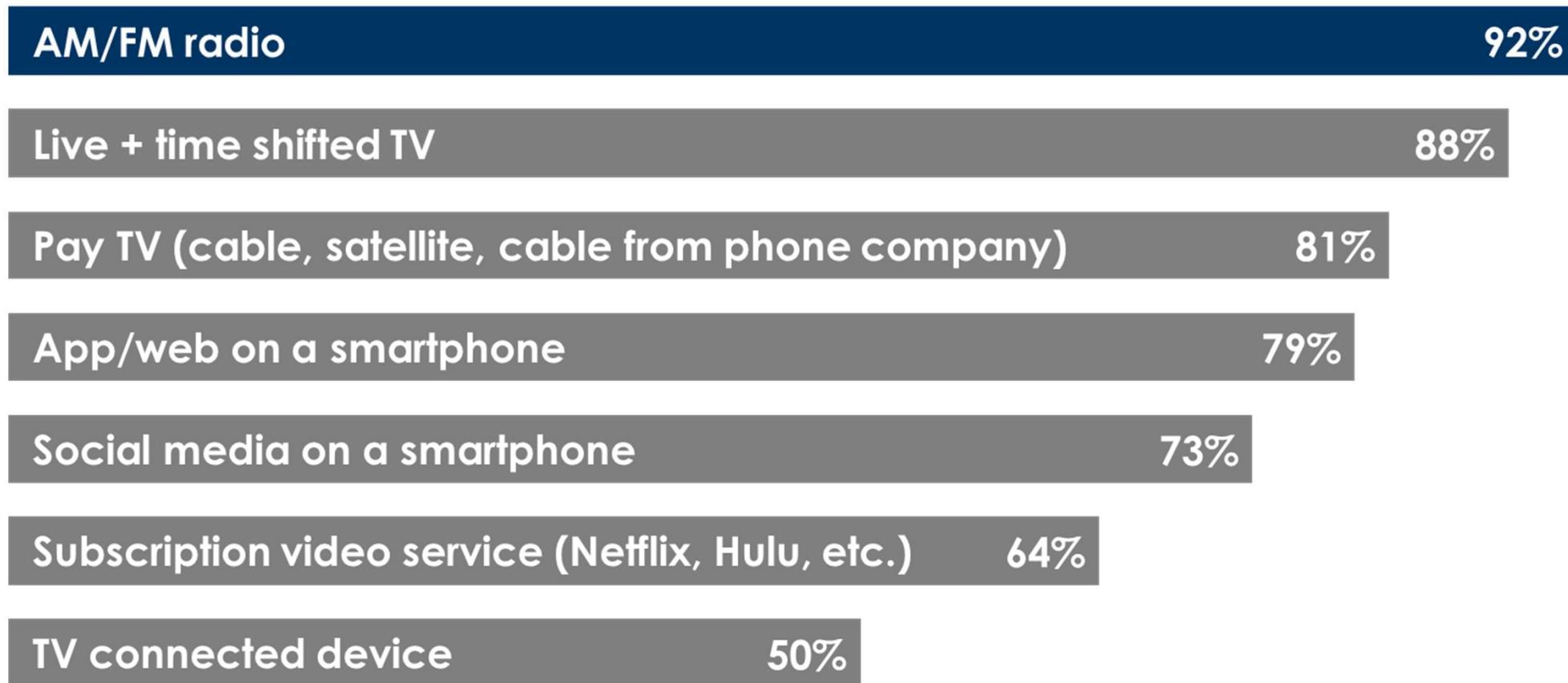
Heavy AM/FM radio and Internet users are similar; dissimilar to TV viewers

	Heavy AM/FM radio listeners	Heavy Internet users	Heavy TV viewers
Median age	46	37	61
Annual income	\$63K	\$74K	\$49K
Full-time employed	55%	58%	30%
1 or more children in home	37%	34%	19%
% using social media	79%	93%	64%

Source: Nielsen Scarborough USA+ 2018 Release 2 Total (Jul 2017 - Nov 2018). Heavy media users defined as 1st Quintile (heaviest).

AM/FM radio is the #1 mass reach medium

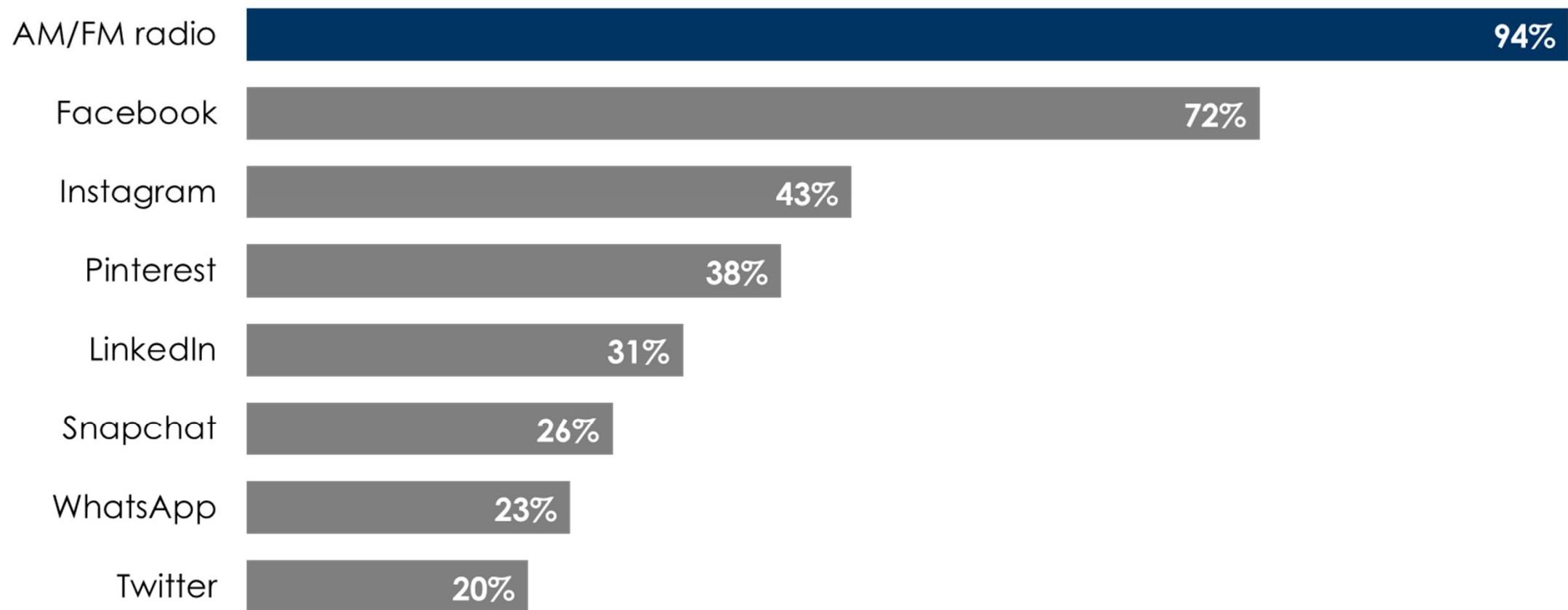
Weekly reach among persons 18+



Source: Nielsen Total Audience Report Q1 2018; Subscription video service: Netflix, Hulu, Amazon Prime Video; Pay TV: Cable, Satellite, Telco; TV connected device: game consoles, smart TVs, Internet-connected device (Apple TV, Roku, Google Chromecast)

AM/FM radio has greater reach than major social platforms

AM/FM radio: % of persons 25-54 reached weekly;
Social platforms: % of persons 25-54 who have ever used the social media brand



AM/FM radio reaches light TV viewers

Persons 25-54, March 2018

Heavy TV viewers represent a small audience

19%
of Americans represent
47%
of total TV commercial impressions

Light and non-TV viewers are a large and difficult to reach audience

44%
of Americans represent only
10%
of total TV commercial impressions

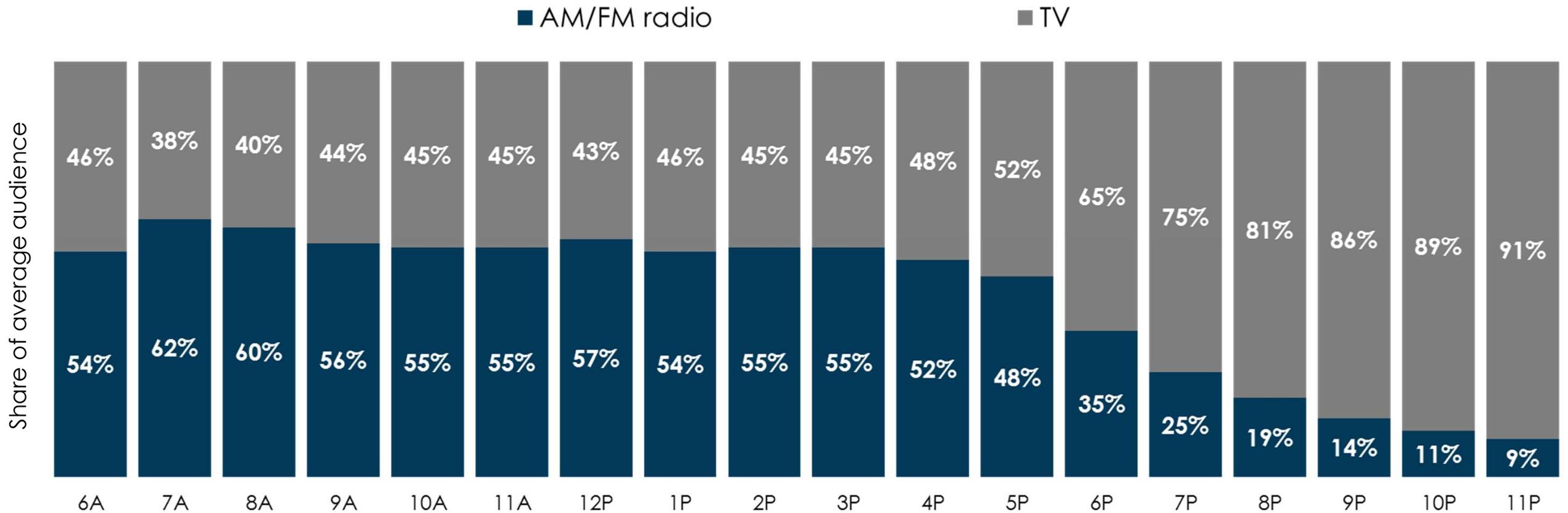
Solution:
AM/FM radio



AM/FM radio reaches
92%
of light TV viewers and makes your TV better

Radio and television compliment each other like “night and day”

Weekday (M-F) media usage: P18-49 Q2 2017



Source: TV Source: Nielsen NPower, M-F Average Audience for P18-49 in Q2 2018 / TV = Live + DVR, Audio Source: Nielsen SP 2018 NRD M-F AQH persons 18-49

Nielsen Media Impact: Mass Mutual's Q4 2018 \$1.9M TV investment yielded a 23% reach among adults 21+

Nielsen: % reach among adults 21+, 4Q18 TV campaign

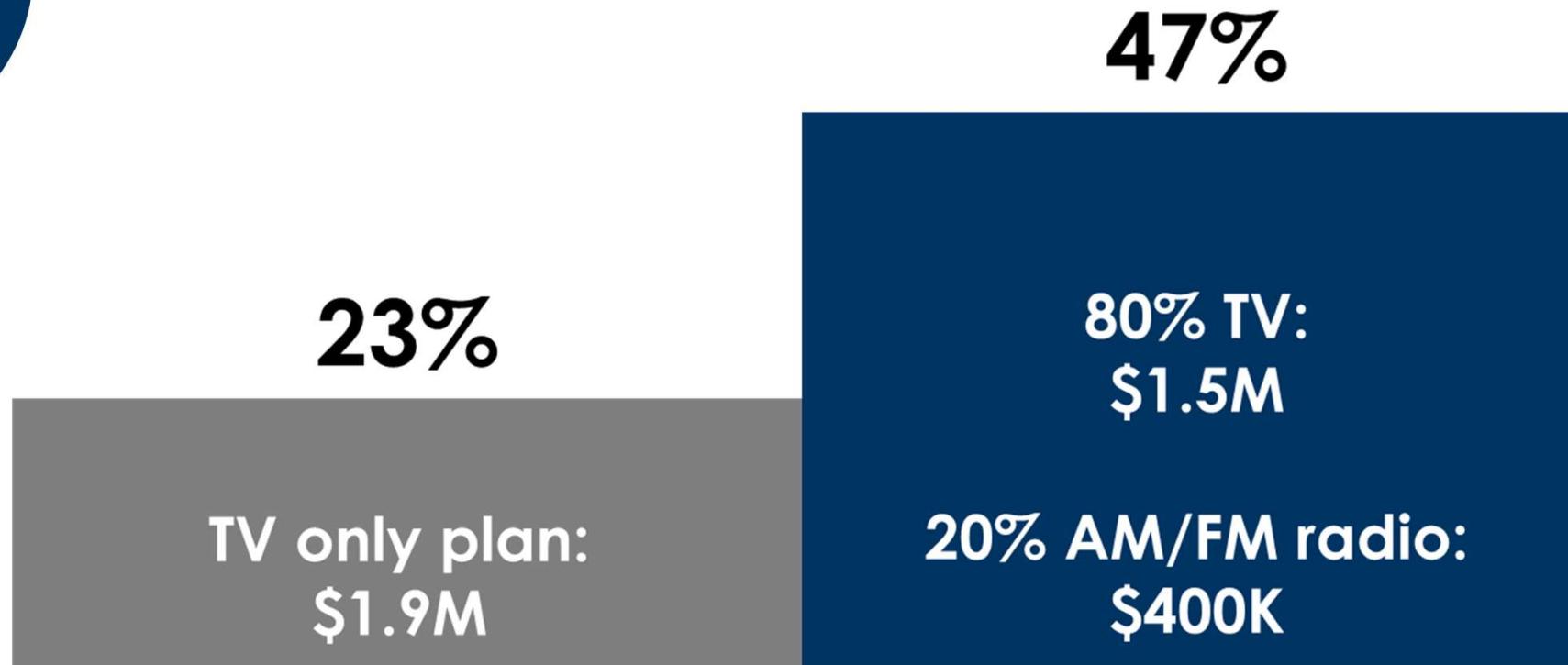
23%

TV only plan:
\$1.9M

Nielsen Media Impact: Shifting 20% of the budget to AM/FM radio doubles the reach

Nielsen: % reach among adults 21+, 4Q18 campaign

AM/FM radio added
+103%
incremental reach



Nielsen Media Impact: Avengers Infinity War \$20M TV investment yielded a 64% reach among adults 18-54

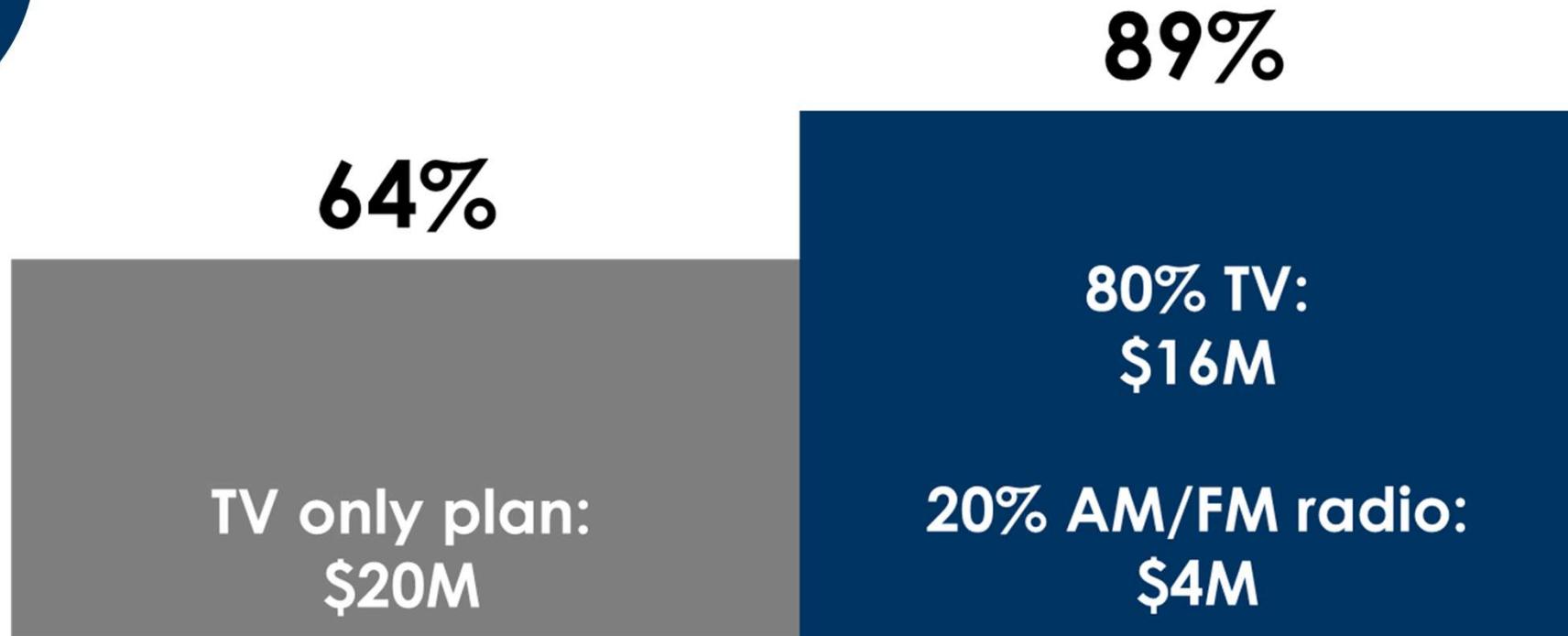
% reach among adults 18-54, March-April 2018 campaign



Nielsen Media Impact: Avengers Infinity War - Shifting 20% of the budget to AM/FM radio adds +39% incremental campaign reach

% reach among adults 18-54, March-April 2018 campaign

AM/FM radio added
+39%
incremental reach

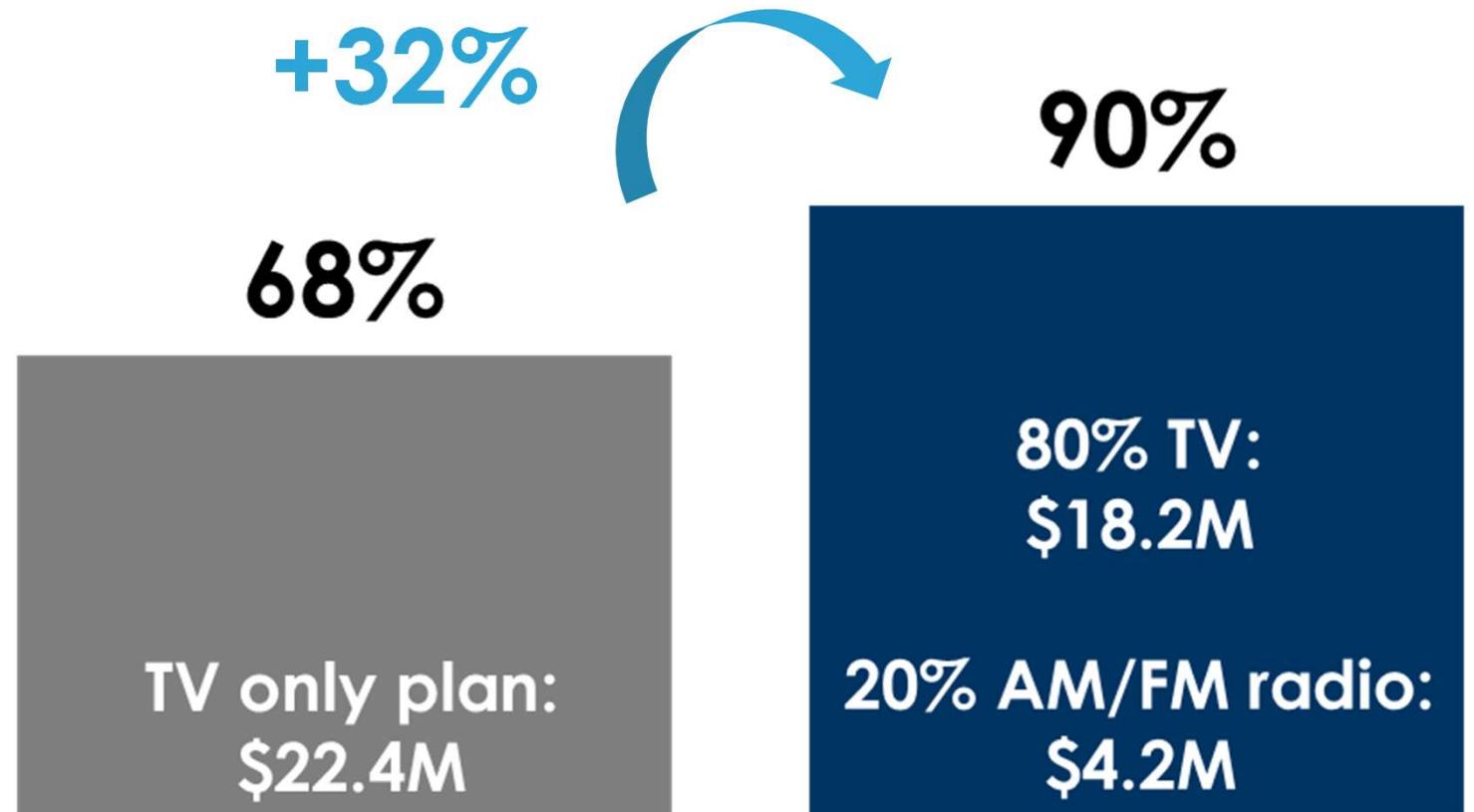


Online hotel search engine: Reallocating 20% of a TV budget to AM/FM radio grows reach +32%

In February 2018, an online hotel search engine spent **\$22.4M** on network TV.

Reallocating **20%** of the budget to network radio adds **+32%** incremental reach to the campaign.

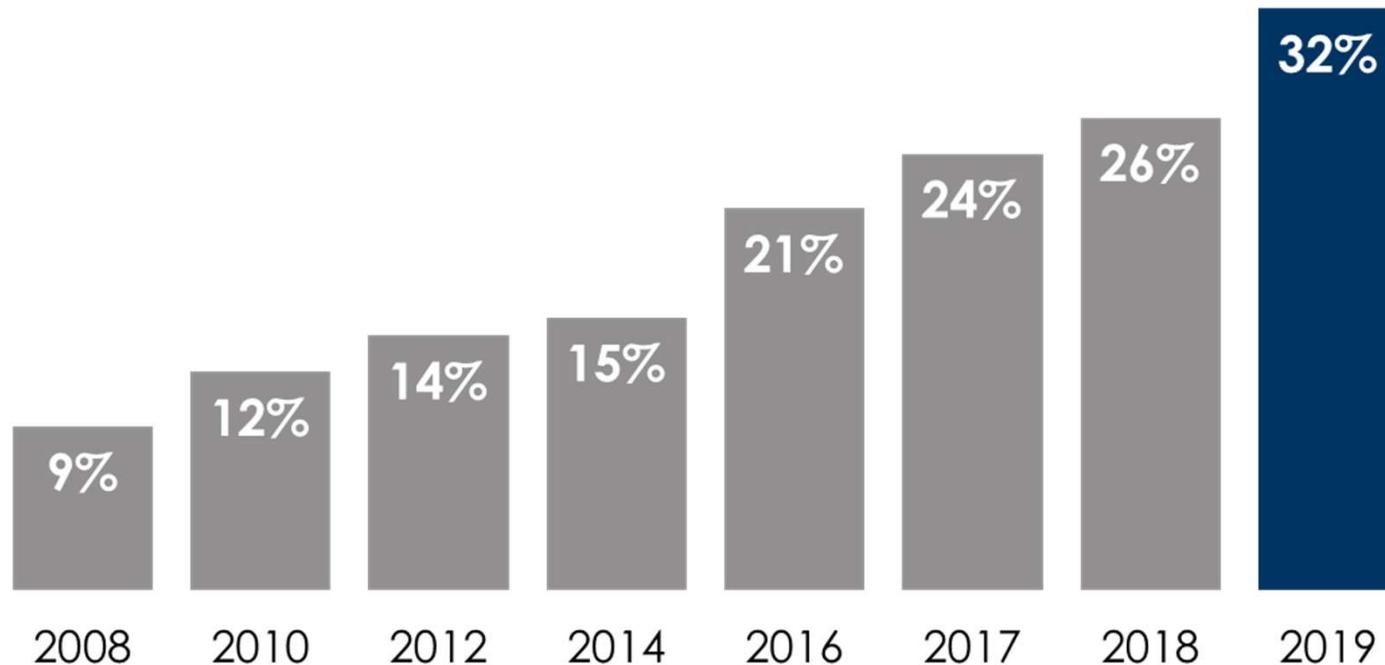
% of persons 25-49 reached monthly



Audio trends: podcasting

Podcast listening is on the rise

% persons 12+ who have listened to a podcast in the last month

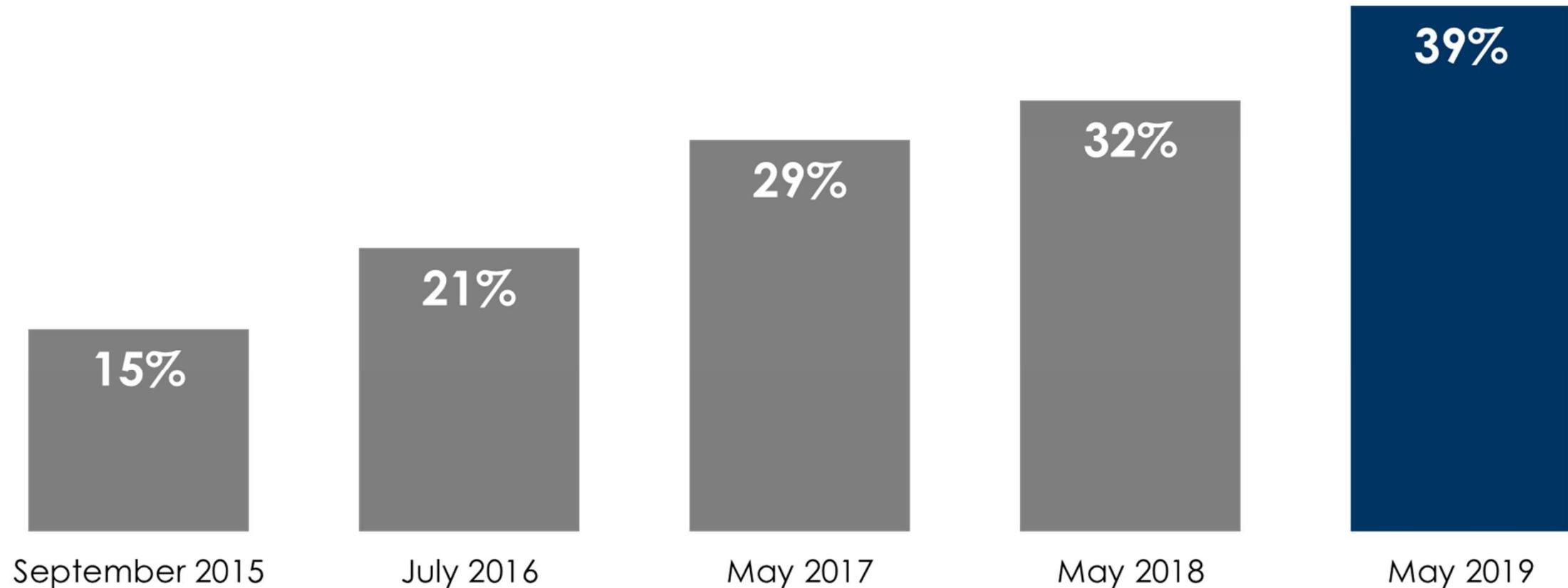


1 in 3 
Americans

have listened to a
podcast in the last month

Advertiser Perceptions: Current use of podcast advertising has grown substantially from May 2018

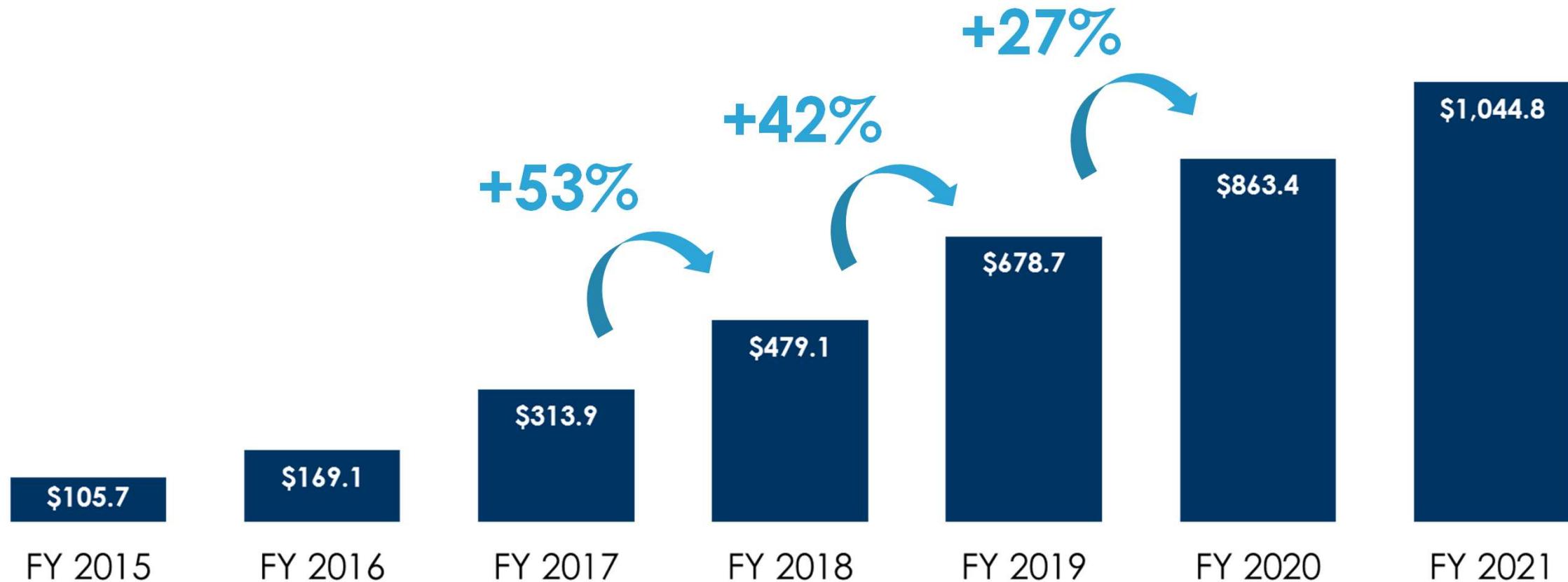
Q: Do you currently advertise in podcasts?
Reach % of advertisers/agencies saying yes



Source: Advertiser Perceptions, May 2019, Survey of 302 marketer and agency contacts

Podcast advertising revenue is forecasted to exceed \$1B by 2021

Podcast advertising revenue (in millions) – total market estimate



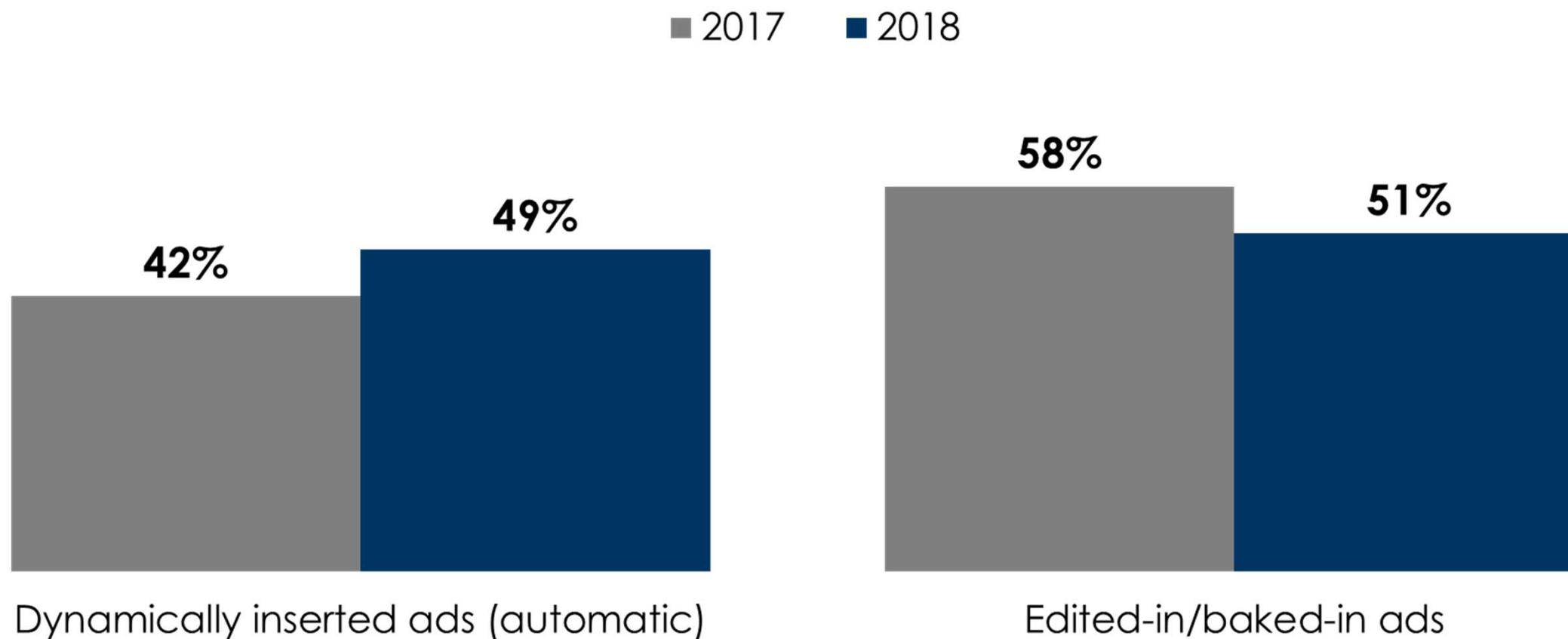
Source: IAB/PwC FY 2018 Podcast Ad Revenue Study, June 2019
2019-2021 revenues are a forecast based upon self-reported estimates and projected market sizing.

Podcast brand advertising is growing five times faster than direct response spend

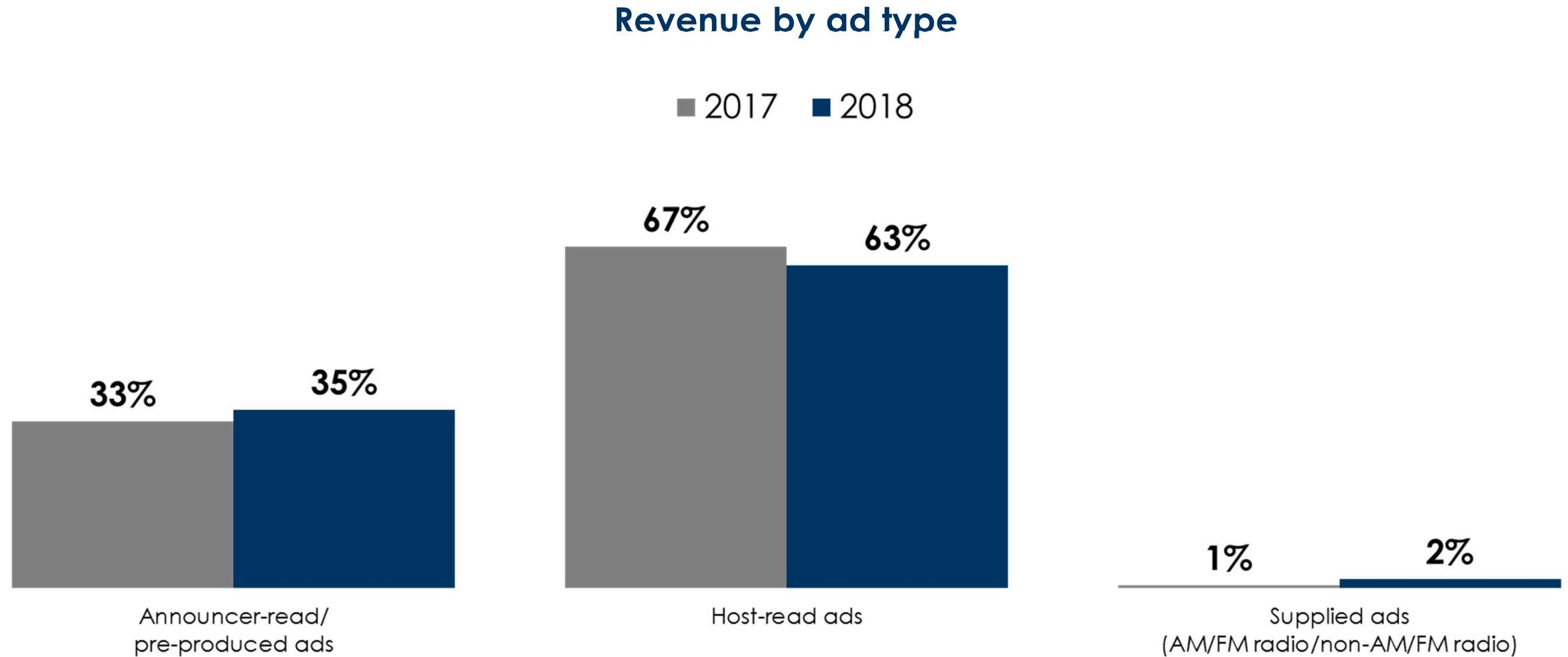
Podcast revenue by campaign type	2017	2018	% difference
Brand awareness ads/branded content	\$112M	\$231M	+107%
Direct response ads	\$202M	\$247M	+22%
Total	\$314M	\$479M	+53%

Half of podcast ads are dynamically inserted (49%); Half are edited/baked-in ads (51%)

Revenue by delivery mechanism

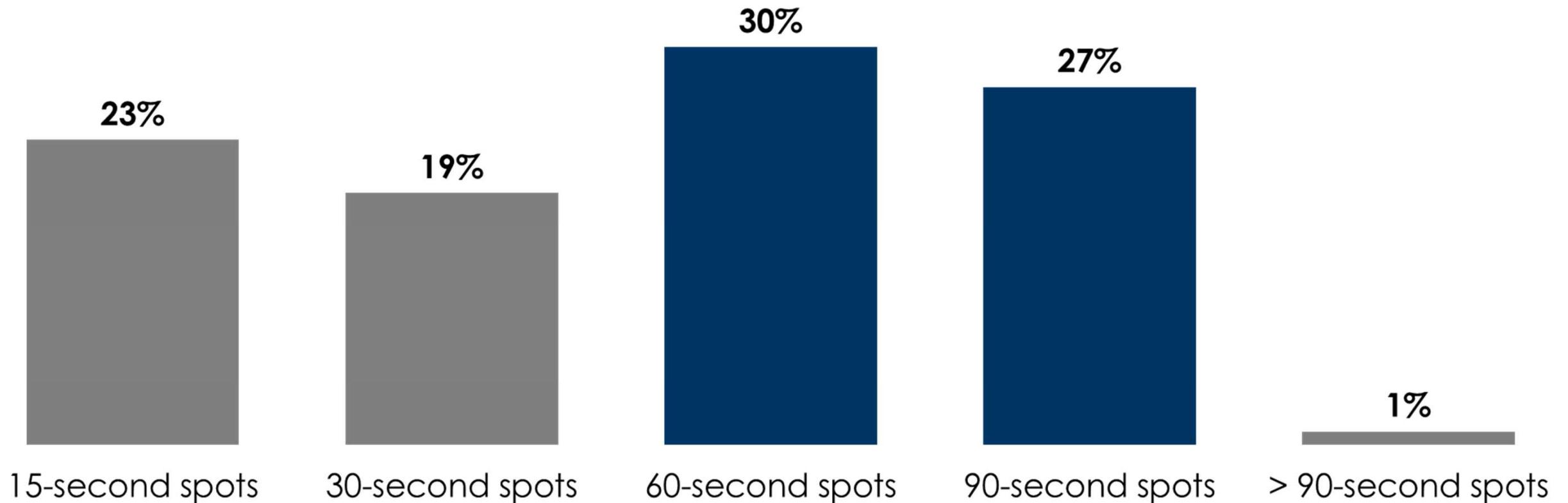


Host-read ads continue to be the preferred ad type (63%)



60-seconds and 90-seconds are the most popular podcast ad spot lengths

Advertising inventory sold by spot length, 2018



Of the 14 program genres, the top five represent more than 65% of advertising revenue

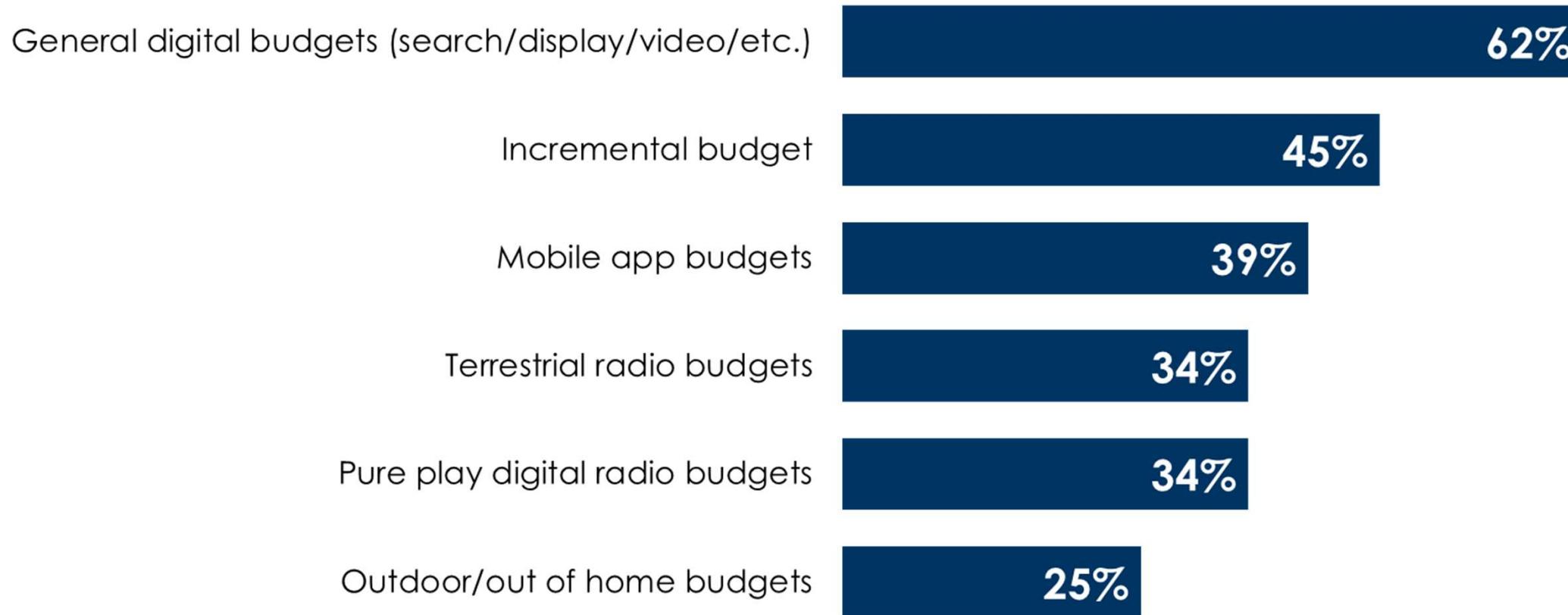
Revenue (by program genre)	2017	2018	% change
News/politics/current events	13%	18%	+38%
Comedy	11%	14%	+31%
Business	11%	13%	+15%
Education	10%	11%	+10%
Arts and entertainment	17%	10%	-41%
True crime	7%	9%	+26%
Technology	15%	9%	-40%
Lifestyle	6%	7%	+18%
Scripted fiction	1%	4%	+344%
Games & hobbies	1%	3%	+386%
Children's programming	0%	1%	+500%
Sports	4%	1%	-74%
Health and medicine	1%	0%	-100%
Other	4%	0%	-100%

Of the 13 business categories, the top five constitute nearly 75% of podcast advertising revenue

Revenue (by business category)	2017	2018	% change
Retail (direct-to-consumer)	16%	22%	+37%
Financial services	18%	21%	+14%
Business-to-business	12%	14%	+15%
Arts and entertainment	13%	10%	-23%
Telecommunications	4%	7%	+78%
Retail (brick & mortar/eCommerce)	6%	6%	-6%
Corporate	4%	5%	+31%
Other	12%	4%	-65%
Consumer packaged goods	3%	3%	-19%
Travel and tourism	1%	2%	+100%
Pharmaceuticals, healthcare, drugs, and remedies	1%	2%	+229%
Automotive/automotive services	6%	2%	-67%
Beverage/restaurants	3%	2%	-36%

Podcast funding is primarily sourced from general digital budgets

Q. You noted that you will be spending on podcasts in the next 6 months, where will the budget be coming from?



 **Advertiser Perceptions**
A Perceptions Group Company

Source: Advertiser Perceptions, December 2018 study of 305 marketers and agencies

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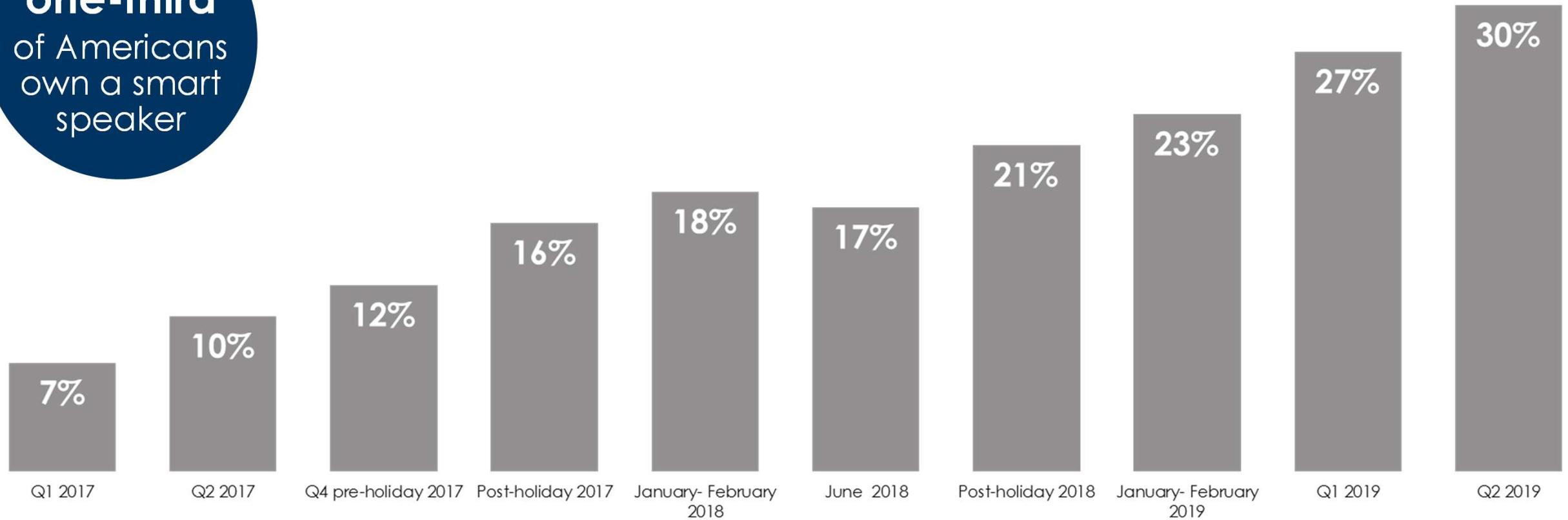
 Curious Radio
 Westwood One

Audio trends: smart speakers

Smart speaker ownership has tripled in 2 years

% of Americans who own a smart speaker

Nearly **one-third** of Americans own a smart speaker



Source: Q1 2017: The Infinite Dial 2017; Q2 2017 & Q4 pre-holiday: Edison Research "Share of Ear"; Post-holiday 2017: NPR & Edison Research: "Following Holiday Surge, One In Six Americans Owns A Voice-Activated Smart Speaker"; Jan-Feb 2018: The Infinite Dial, 2018, Triton Digital and Edison Research; June 2018: Edison Research "Share of Ear"; Post-holiday 2018: Edison Research "The Smart Audio Report" December 2018; Jan-Feb 2019: The Infinite Dial, 2019, Triton Digital and Edison Research; Edison Research, "Share of Ear," Q2 2019

Among smart speaker owners, Amazon Alexa ownership is 3x greater than the Google Home

Google Home and Alexa ownership shares total more than 100% as 6% of those with a smart speaker own both.

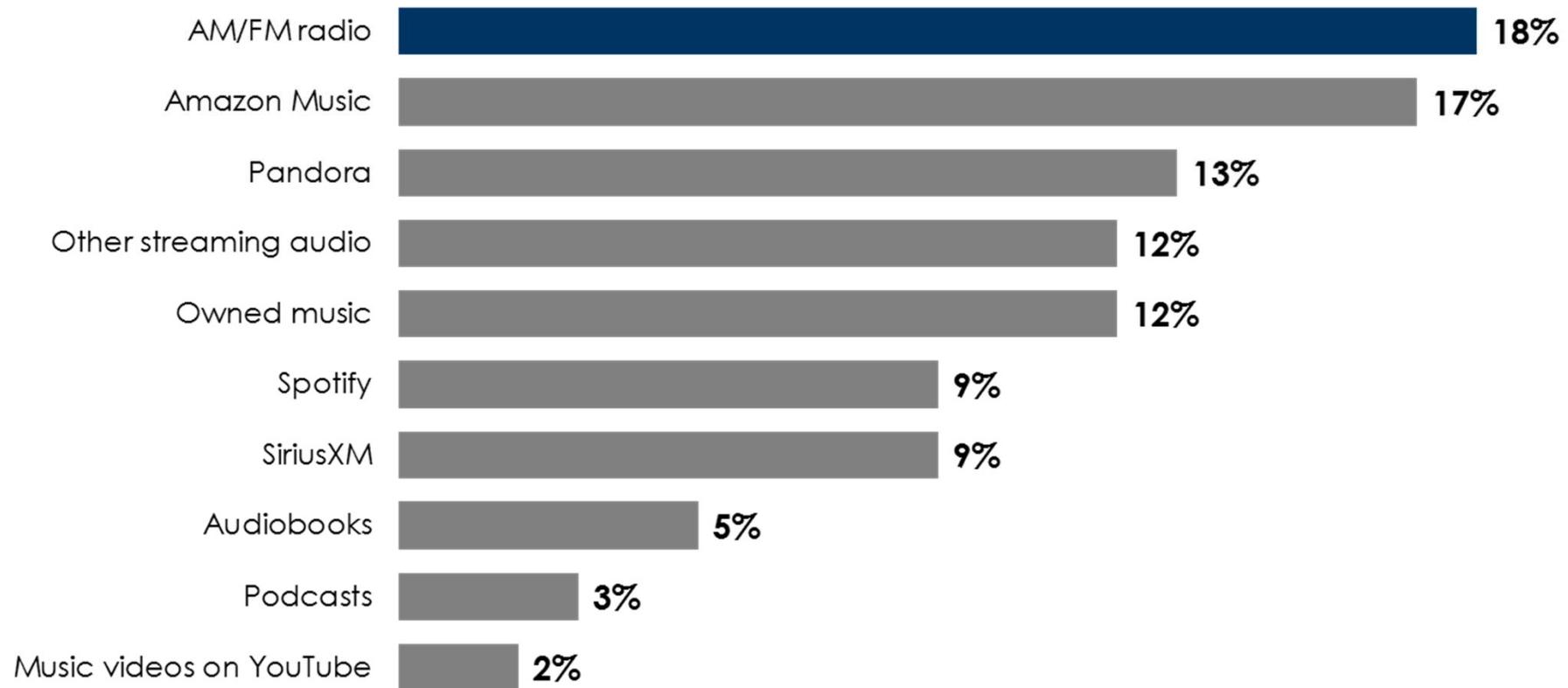
Among smart speaker owners



How to read: Among smart speaker owners, 80% own an Amazon Alexa.

AM/FM radio and Amazon Music lead in smart speaker audience share

Share of listening on the smart speaker device among persons 13+

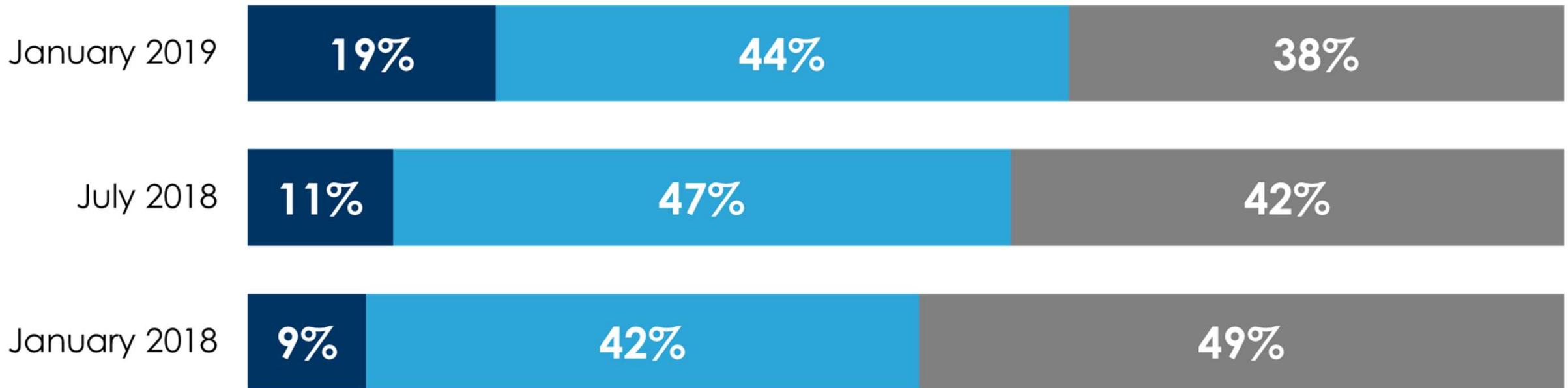


How to read: Among persons 13+, 18% of listening on the smart speaker in Q2 2019 is to AM/FM radio.

Smart speaker listening has grown to nearly 20% of total U.S. AM/FM radio streaming

Streams of all American AM/FM radio stations, % of total listening hours by device family

■ Smart speakers ■ Mobile ■ Other

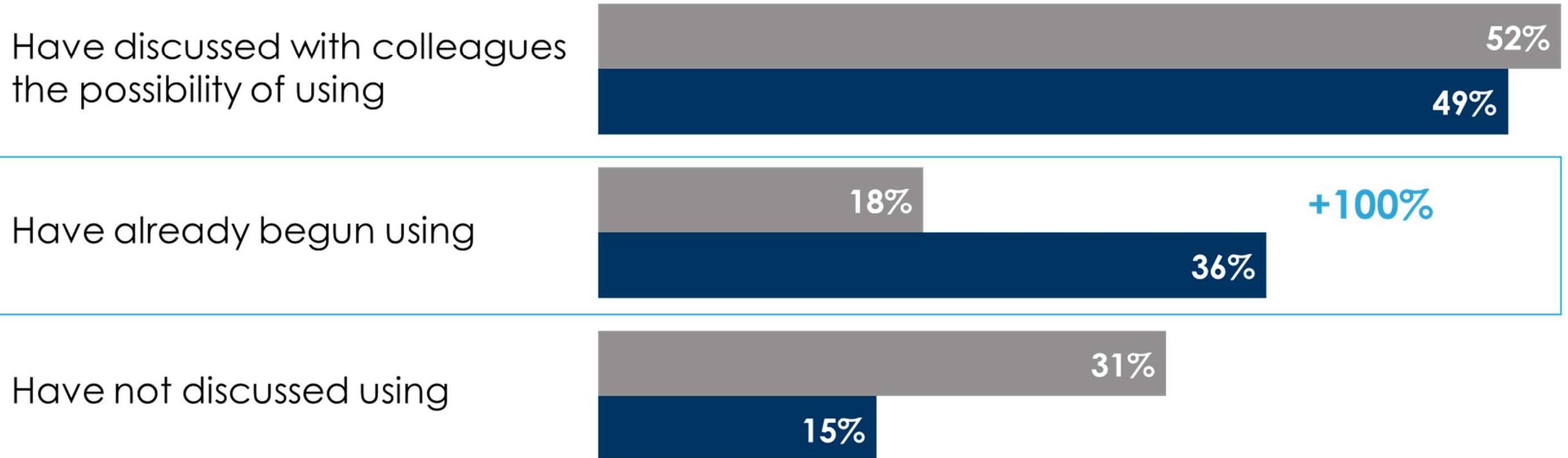


How to read: In January 2019, 19% of streaming listening to AM/FM radio stations in the U.S. occurred via smart speakers, compared to 9% in January 2018.

Since last year, marketers and agencies using smart speaker applications increased twofold

Q: Which of the following describes your utilization of voice-activated marketing opportunities/smart-speaker skills (e.g. Amazon Alexa, Google Home) for your [brands/clients]?

■ January 2018 ■ March 2019



 **Advertiser Perceptions**
A Perceptions Group Company

Source: Advertiser Perceptions, January 2018 study of 302 marketers and agencies | March 2019 study of 301 marketers and agencies

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THE SOUND OF PUBLIC RADIO

 **Westwood One**
THE SOUND OF PUBLIC RADIO

Westwood One ROI Guarantee attribution solutions



Brand lift study



Audio creative testing



Nielsen sales effect study



Retail location attribution



Podcast brand effect and site attribution



Nielsen TV and AM/FM radio incremental reach study



Site and search attribution

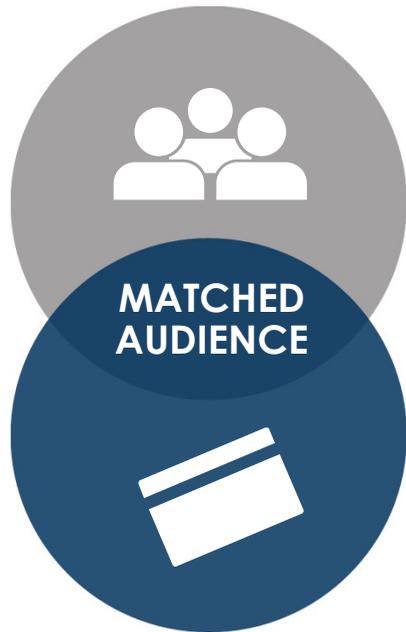


Gasoline retailer ROI case study

Methodology: connecting credit/debit card purchases directly with Nielsen Portable People meters

Step 1

Nielsen matched Portable People Meter panel data with credit/debit purchase behavior



Step 2

Audience was broken into groups based on Media Monitors ad occurrence



Step 3

Nielsen measured the sales impact of the two groups



Step 4

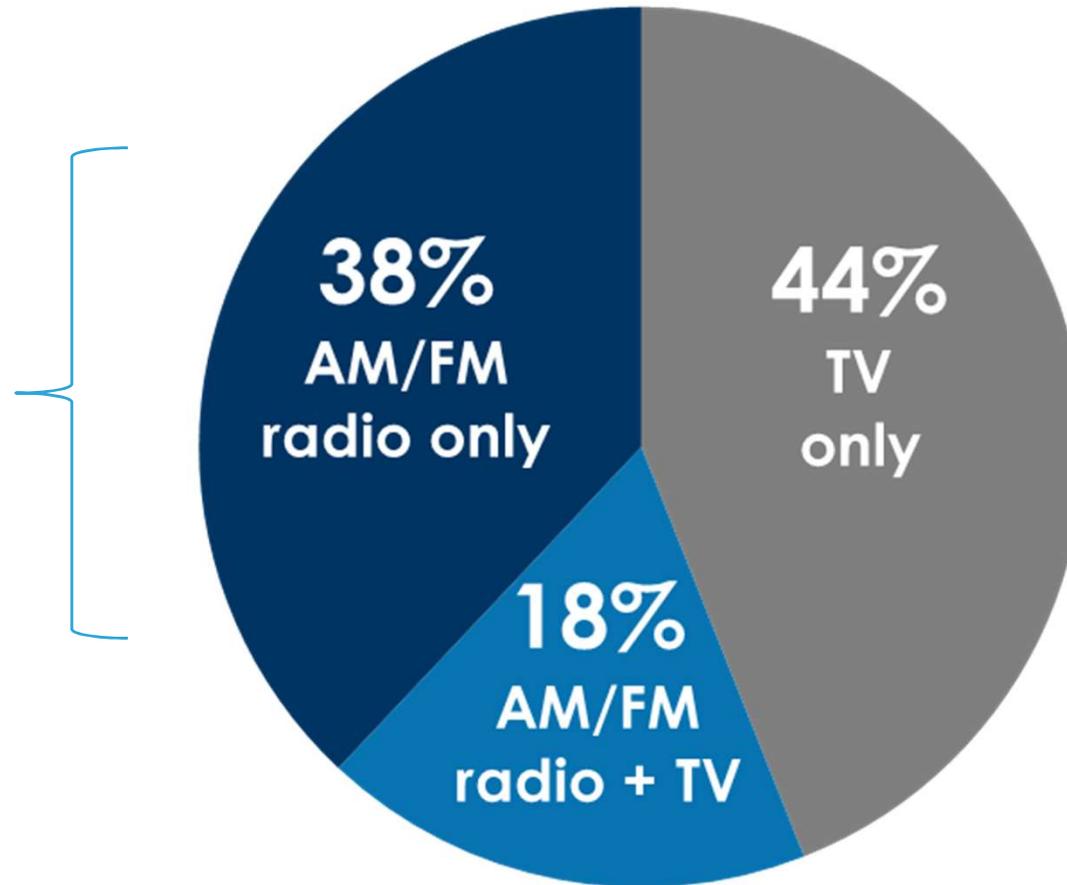
Nielsen compared spending during the campaign to the same timeframe the previous year



Most AM/FM radio reach generated is incremental to television

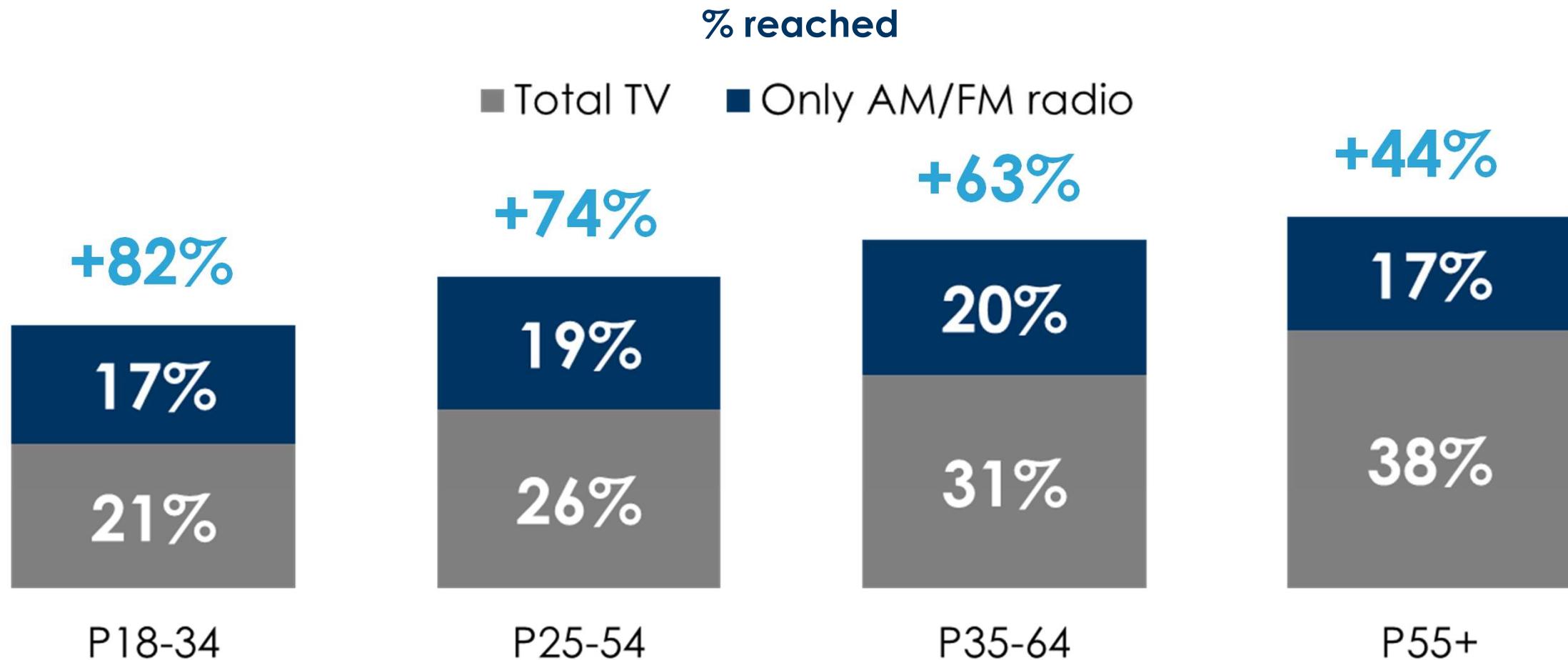
Nielsen total campaign reach composition

Two-thirds of AM/FM radio's reach was incremental to television



The AM/FM radio campaign added **+61%** incremental reach to the television campaign

AM/FM radio's incremental reach to television grows with younger demos

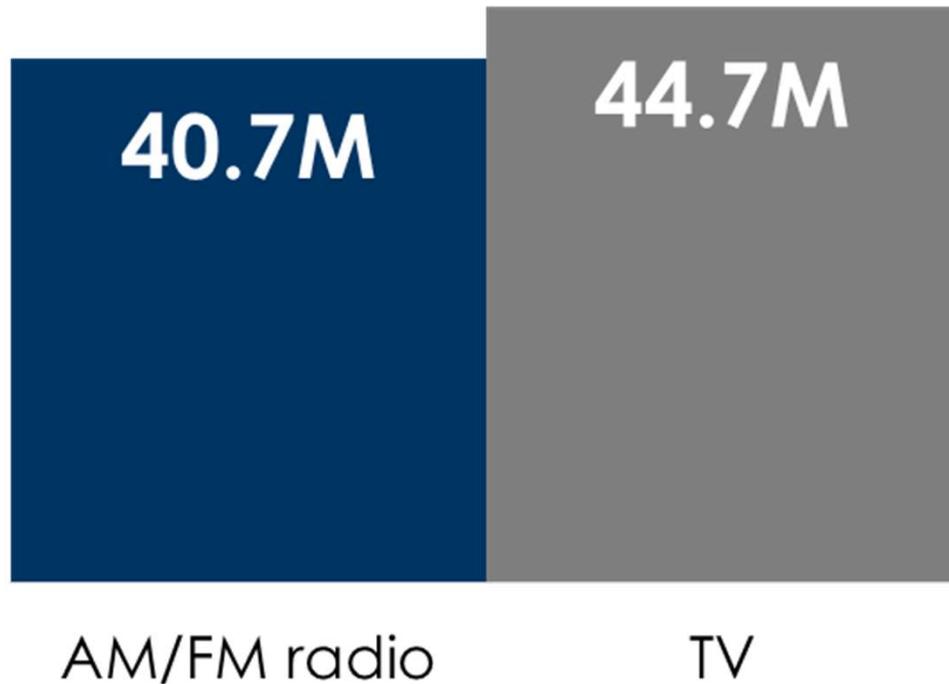


How to read: Among persons 25-54, the TV ads reached 26%. The AM/FM radio ads reached an additional 19% not reached on TV, representing a 74% increase in audience.

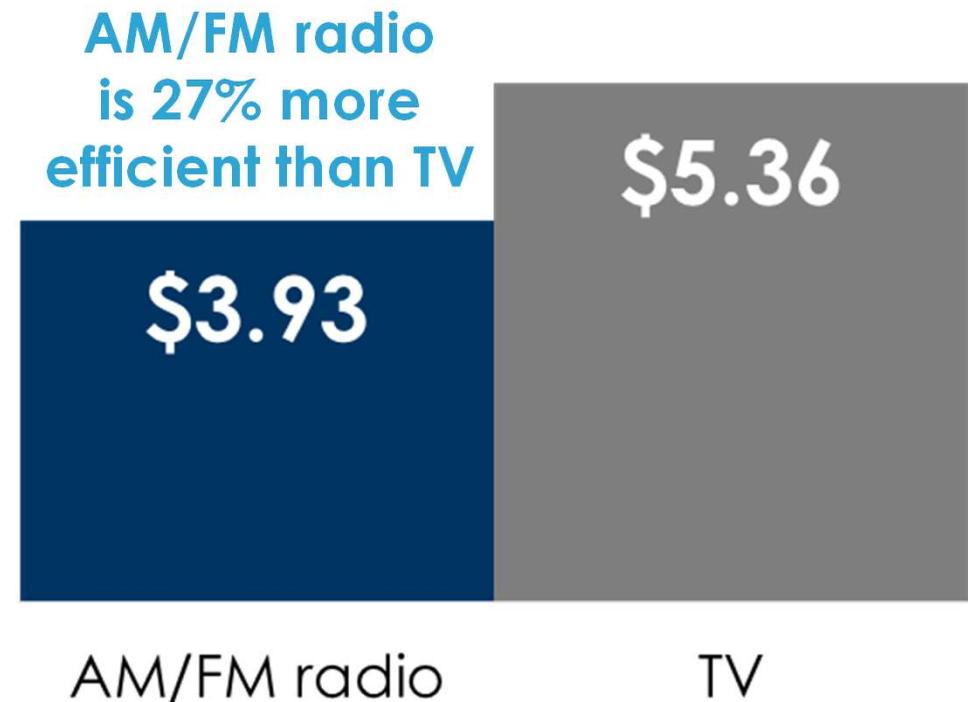
AM/FM radio is more efficient than TV

At 40% of the budget, AM/FM radio's reach was nearly the same as television

Campaign reach

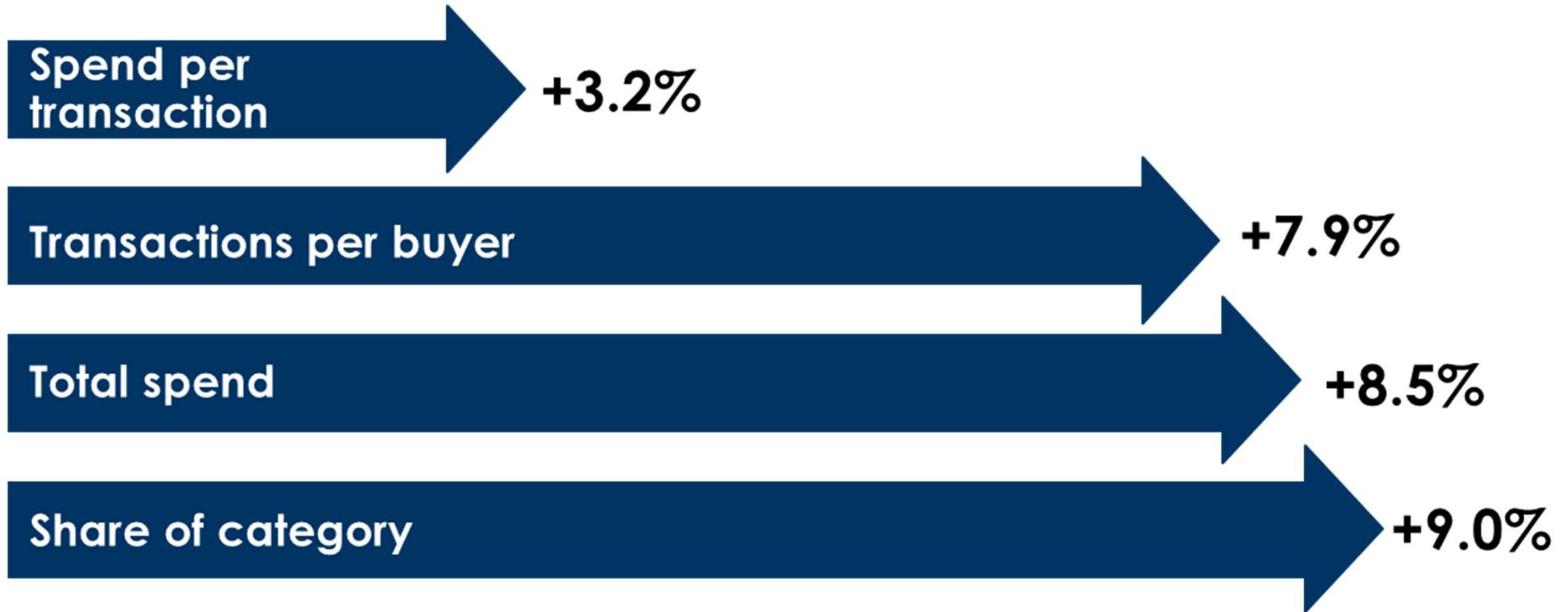


Cost per thousand net reach



The AM/FM radio campaign drove strong sales effect

% change exposed/unexposed among persons 18+



How to read: The AM/FM radio campaign drove an 8.5% increase in consumer spend and led to a 9% growth in their market share.

Significant return on advertising spend

For every \$1 spent on radio, the brand saw

\$11.50 

return on
advertising spend



Gas retailer return on radio ad spend aligns with other Nielsen AM/FM radio sales lift studies

AM/FM radio sales return for every \$1 ad investment



Breakfast bar

\$1.81



Men's personal care brand

\$11.96



Quick service restaurants

\$3.01



Soft drinks

\$1.97



Snacks

\$7.33



Candy

\$3.12



Home improvement

\$9.48



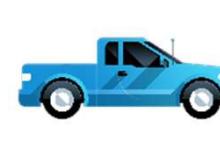
Beer

\$4.17



Telecom

\$14.00



Gas retailer

\$11.50



Department store

\$17.00



Mass merchandiser

\$16.37



Grocery

\$23.00



Auto aftermarket

\$21.00

Westwood One Creative Testing

We partner with industry leaders
to provide valuable insights on
what makes creative effective

Westwood One utilizes a nationally representative panel of consumers for audio creative testing

- Listeners are asked to rate ads on a series of criteria, then scores are compared with national norms
- We test for likeability, memorability, relevance, and engagement
- Ad recall and intention to purchase is also tested as well as the ad's association with specific emotional descriptors, ie. funny, motivating, or informative

maru/matchbox

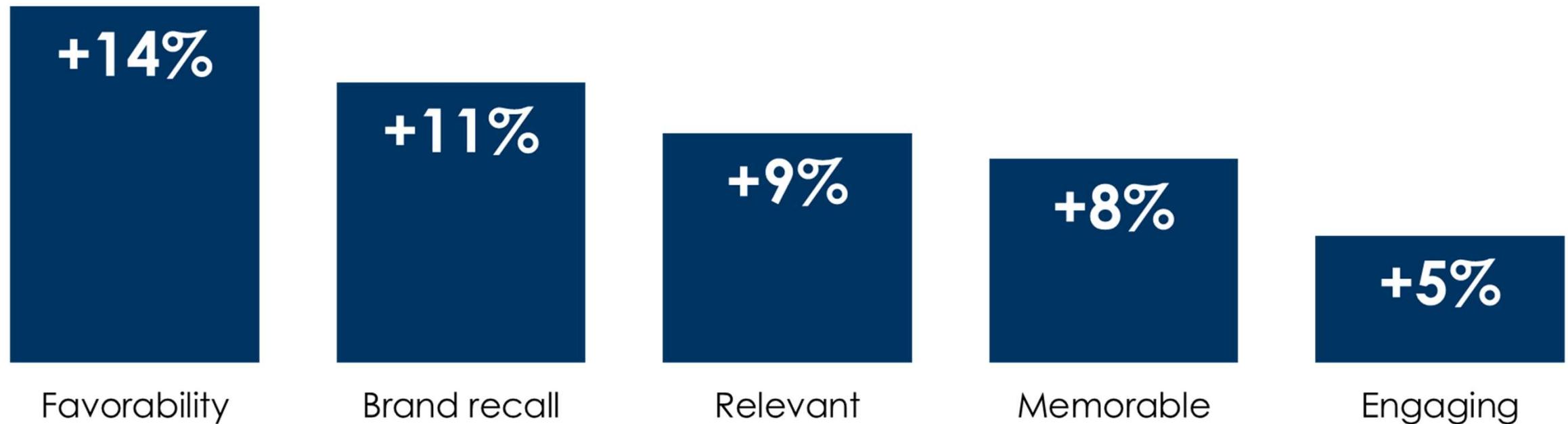
VISIONCRITICAL®

VERITONIC

ABX Advertising
Benchmark Index

Women prefer female voice-overs

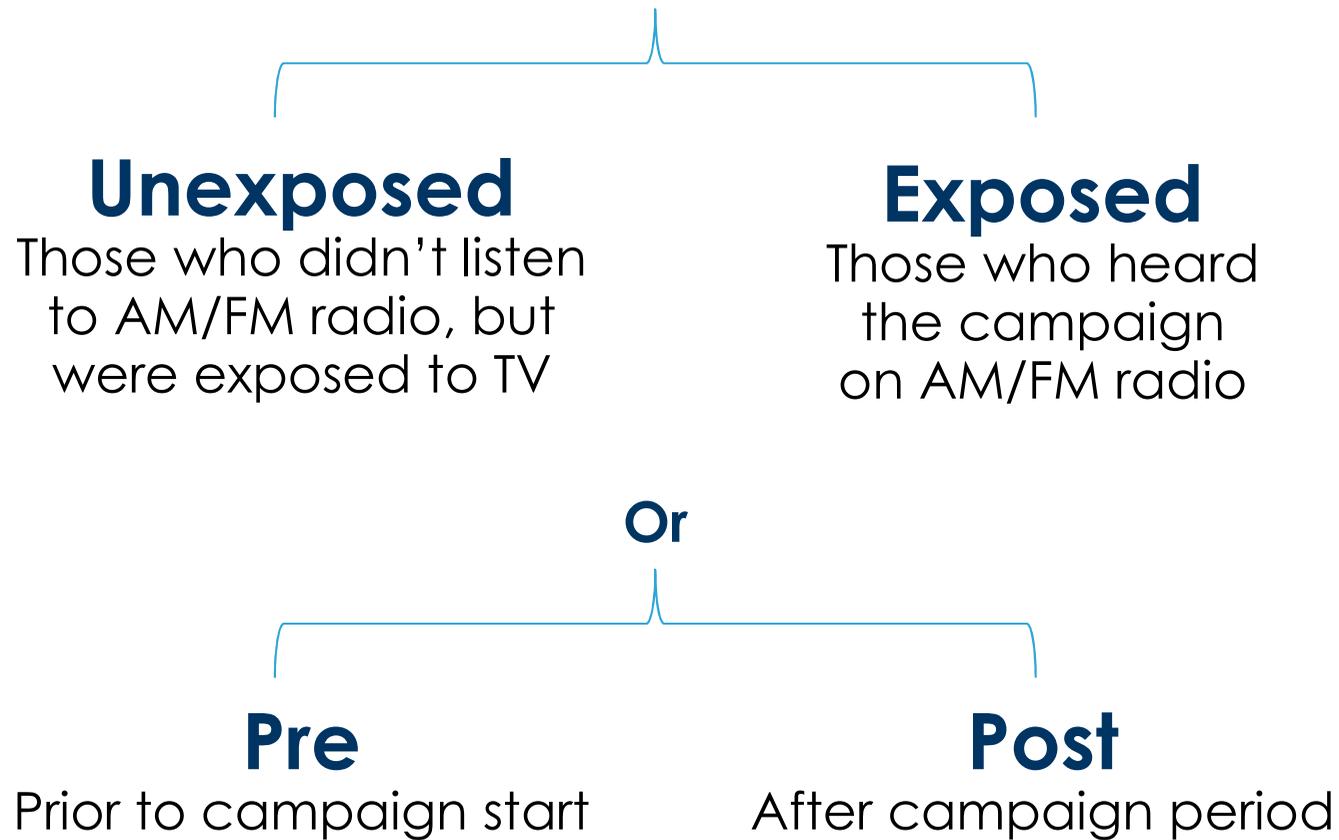
% difference in ad creative evaluation female and male presenters (among female listeners)



How to read: Female listeners were 14% more likely to indicate that an ad was favorable with a female presenter versus a male presenter.

Campaign Effect Study

Online survey of two groups



Analysis

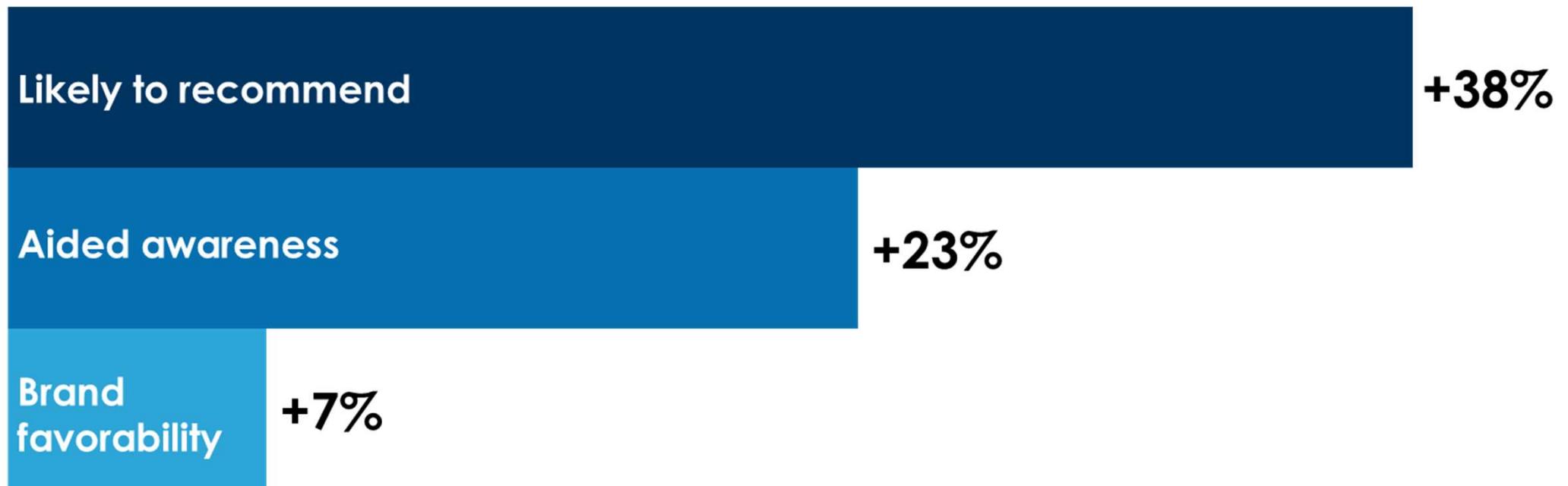
Compares the differences between the two groups to determine AM/FM radio's impact on:

- Aided awareness
- Unaided awareness
- Preference
- Brand perceptions
- Ad recall
- Purchase intent

Case Study: technology services company

Westwood One NFL campaign had a positive impact on key CDW branding measures

Test vs. control: % of impact among IT influencers/decision makers in Westwood One's NFL audience versus NFL TV audience



Nielsen AM/FM Radio and TV Incremental Reach Study

Methodology

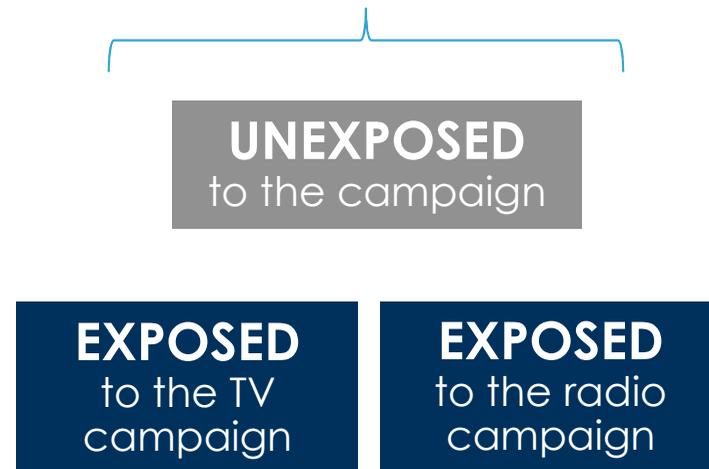
Step 1

Nielsen uploads commercial advertising occurrence data for television campaign (Ad Intel) and radio campaign (Media Monitors)



Step 2

Advertising occurrence data is matched to the 80,000 person Nielsen Portable People Meter panel in the top 48 markets to determine commercial audience exposure

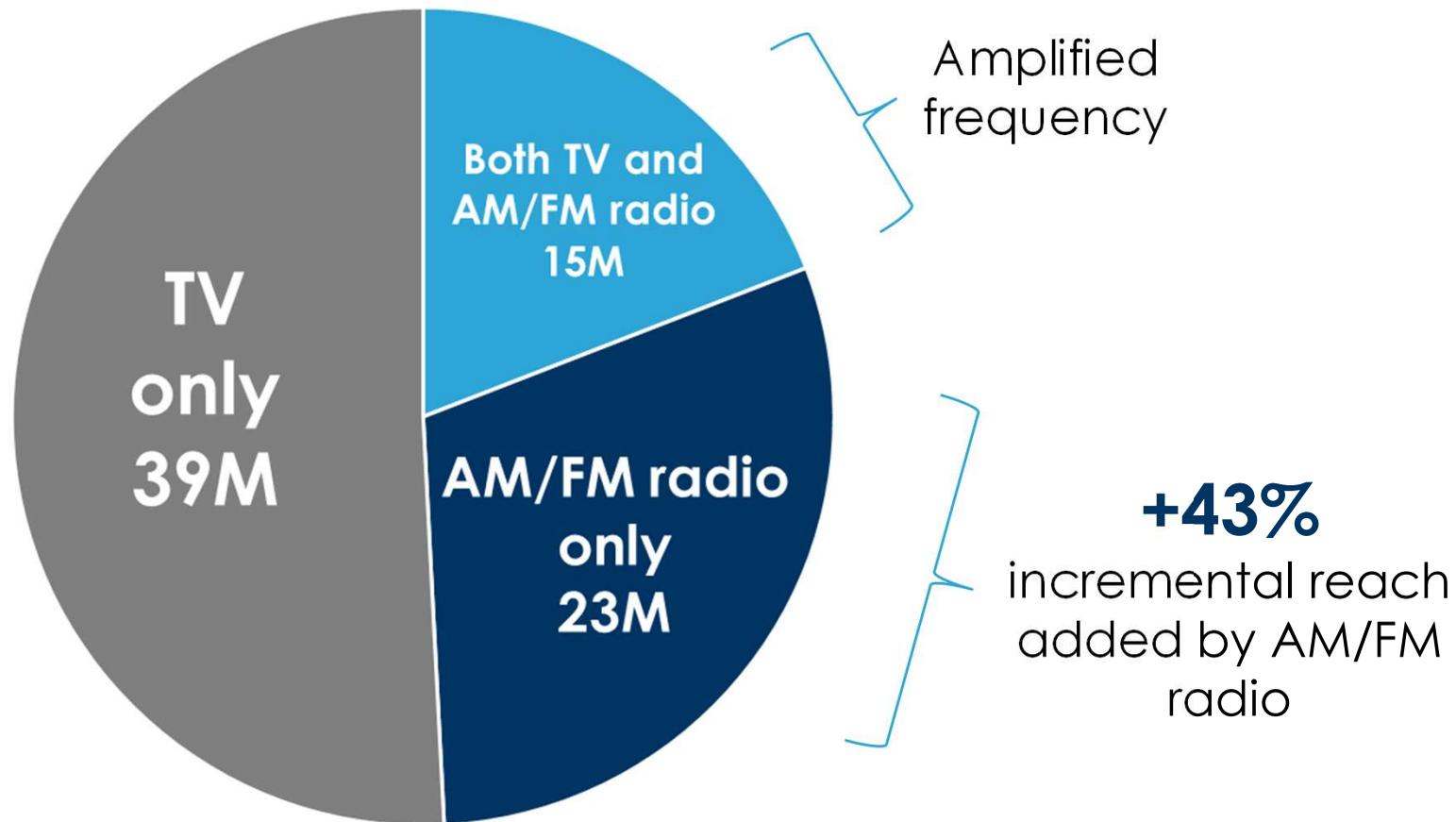


Analysis

- Commercial audience reach for those exposed only to the AM/FM radio campaign, those exposed only to the TV campaign, and those exposed both to the radio and TV campaign
- Incremental reach generated by AM/FM radio campaign by demographic
- Frequency amplification generated by AM/FM radio campaign against consumers with light, medium, and heavy TV campaign exposure

AM/FM radio added 43% incremental reach to TV

Total campaign reach: 77 million



How to read: Of the 77 million consumers reached by the campaign, 39 million were reached only on TV, 23 million were reached only by AM/FM radio, and 15 million were reached by both TV and AM/FM radio.

Nielsen Podcast Brand Effect Study

Methodology

Online survey of two groups

Exposed

Consumers listen to a podcast containing the campaign to be evaluated



Unexposed

Consumers listen to the same podcast but without the advertising



Analysis

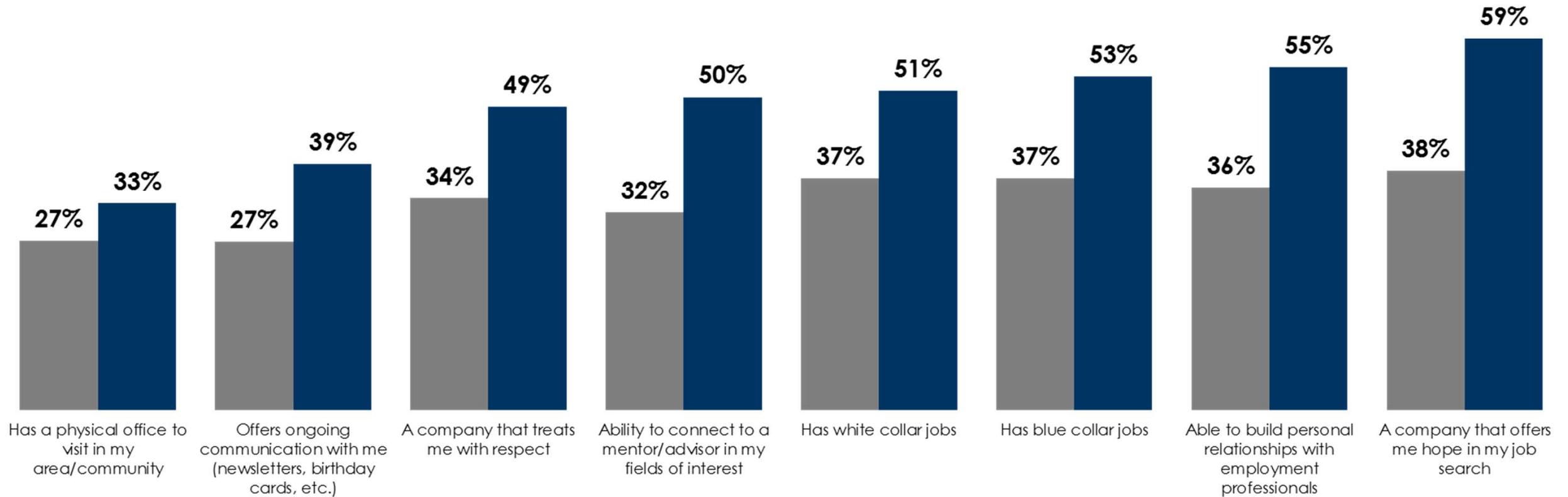
Compares the differences between the two groups to determine podcast impact

on:

- Aided awareness
- Unaided awareness
- Podcast appeal
- Brand fit
- Preference
- Brand perceptions
- Ad recall
- Purchase intent

Podcast ad exposure increased positive associations for the staffing firm

■ Unexposed ■ Exposed



Source: Nielsen Podcast Effectiveness Study – Westwood One/Staffing Firm, March 3-March 13, 2019

nielsen

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Curious Radio
Westwood One

Search and site attribution for AM/FM radio campaigns

Step 1

Client grants attribution provider with “read and analyze” or “read only” direct API access to their site’s Google Analytics. (Required step)



C3 Metrics

Step 2

Media Monitors ad occurrence data and Nielsen audience data for the entire AM/FM radio campaign is provided to attribution provider Westwood One.

This data contains the exact dates, times, and stations where the campaign was heard in 81 large and medium U.S. markets.



Step 3

Attribution provider analyzes activity on the client website within a 10 minute window following the airing of a commercial.

Direct visits, paid search, and organic search are analyzed at the market level according to the dates and times within the campaign.

Elapsed time: 10 minutes



Step 4

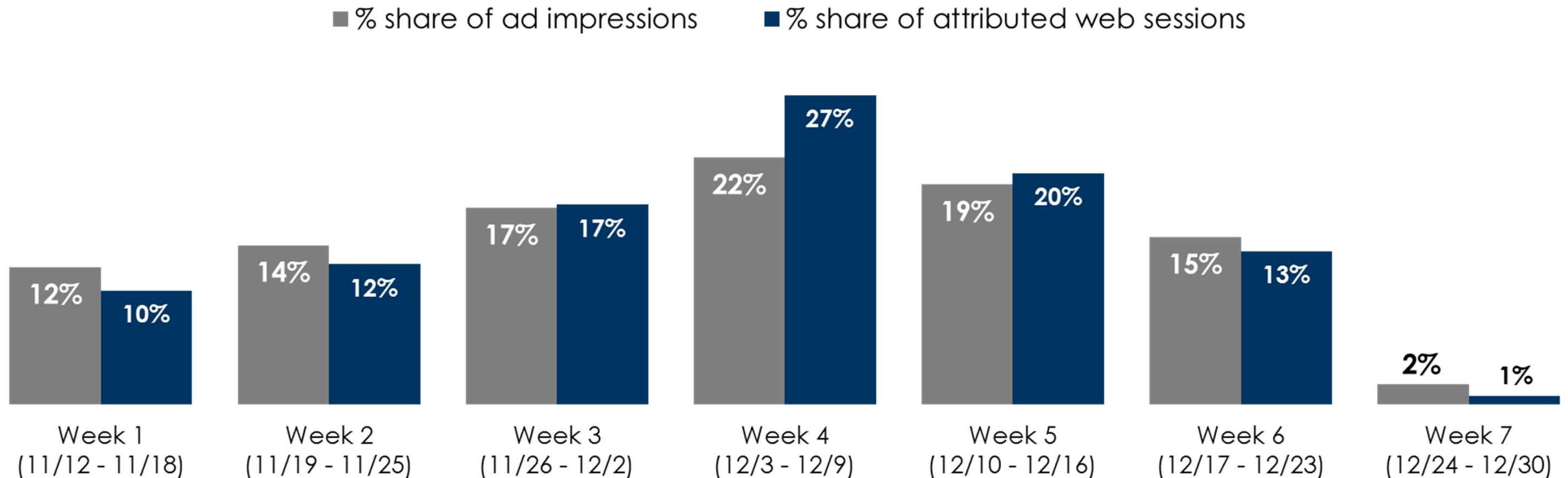
Attribution provider delivers attributed lift and visitation data to Westwood One.

All findings are summarized in a presentation to the agency and/or client following the campaign.



By week: Early December represented the best conversion to web traffic

% share of ad impressions vs. % share of attributed web sessions by week for the jewelry retailer's campaign

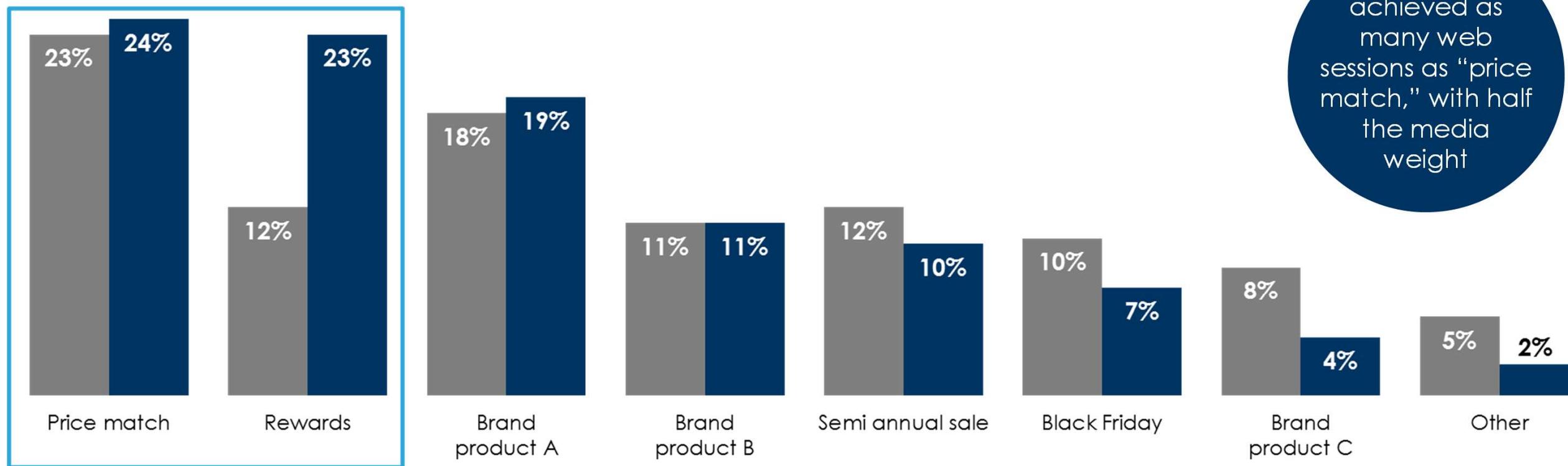


How to read: Ad occurrences in week 4 (12/3 through 12/9) comprised 22% of the total impressions of the jewelry retailer's campaign, while accounting for 27% of the attributed web sessions for the jewelry retailer's campaign.

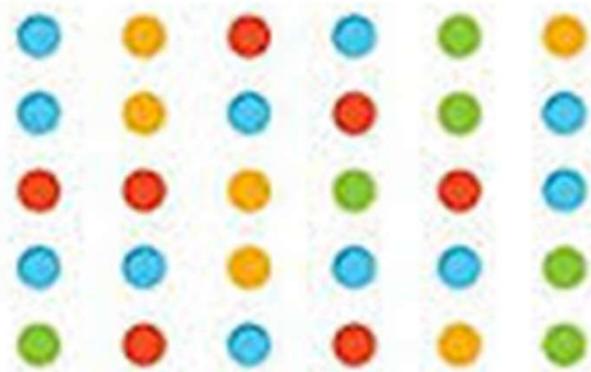
By creative: “Rewards,” “price match”, and an ad highlighting a specific branded product were the leaders

% share of ad impressions vs. % share of attributed web sessions by creative for the jewelry retailer’s campaign
(ads shown represent 95% of campaign occurrences)

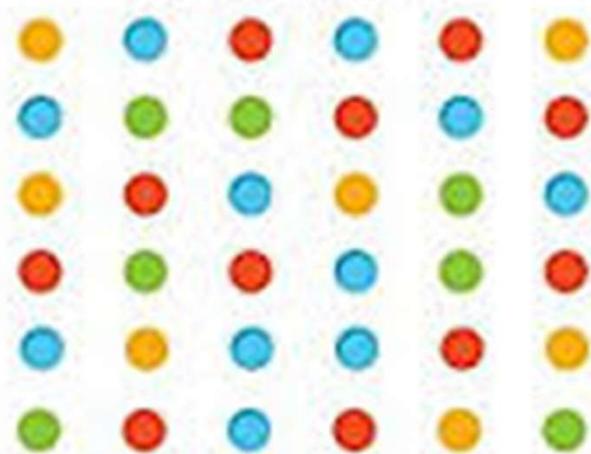
■ % share of ad impressions ■ % share of attributed web sessions



How to read: Ad occurrences featuring the "rewards" creative comprised 12% of the total impressions of the jewelry retailer's campaign, while accounting for 23% of the attributed web sessions for the jewelry retailer's campaign.



~~how not to plan~~
66 ways to screw it up



“The best book on marketing strategy I’ve ever read”

Les Binet & Sarah Carter
*How Not To Plan:
66 ways to screw it up*

Get Future Ready; But, Heed the Advice of Les Binet and Sarah Carter

- Don't confuse how you feel your life is changing with how society in general is changing. There may be no relation between them (remember life-stage vs cohort effects).
- Approach trends presentations with scepticism.
- Trend-spotters need new stories to sell. Get the data that supports the story.
- Don't trust journalists either. Remember the old journalist's rule: three stories is a trend.
- Don't overestimate the pace of social change. Even professional forecasters get this wrong.

Get Future Ready; but, Heed the Advice of Les Binet and Sarah Carter

- Always go back to data. Be familiar with the key economic and demographic trends that underpin most other changes in society.
- Remember the words of sci-fi author William Gibson: ‘The future is already here, it’s just not evenly distributed’. Society rarely changes en masse. New ideas and habits take time to spread. Old ones often hang around until the previous generation dies off.
- Take the long view. Big trends operate over decades, not years.
- Trends presentations focus on what’s changing. The bigger story may be what isn’t. This doesn’t make such great headlines, but is more important for strategy.

Ltd, APG. How not to Plan: 66 ways to screw it up



Thank You

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