



Reaching today's
business-to-business
decision maker

Dale Harrison: Business-to-business marketers cannot “create demand” out of thin air; They can only focus on “being known before they are needed”

Out of market

~95%

Future buyers:

- Increased mental availability
- Brand awareness
- Brand recall
- Brand trust
- Increased buying propensity



An urgent
high-value
need
emerging from
an internal
state change



In-market

~5%

Active in-market buyers:

- Capture to sales pipeline
- Sales enablement

Top B2B brands on network radio



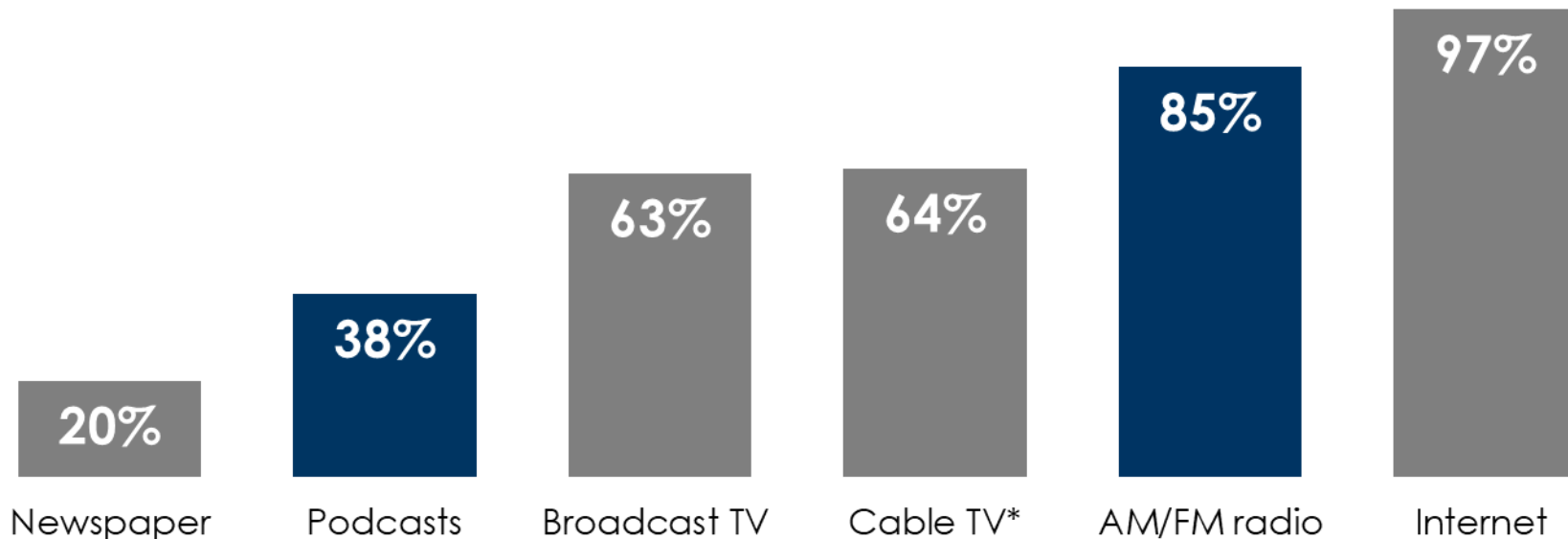
Magellan: B2B brands spent \$182 million on podcast advertising over the last 14 months

Business services and software			
Name	Ad count	Podcasts	Jan1, 2023 - Feb 22, 2024
NetSuite	7379	358	\$17,416,200
ExpressVPN	3240	219	\$13,668,400
LifeLock	7521	627	\$9,334,500
Stamps.com	3610	573	\$7,627,300
ShipStation	3461	478	\$5,986,500
IBM	3115	175	\$4,318,600
Dell	2147	51	\$4,208,700
HubSpot	2115	84	\$3,835,600
IBM watsonx	2522	111	\$3,763,100
Amazon Business	1623	60	\$3,399,000
LinkedIn	2325	252	\$3,398,100
AT&T Business	1019	106	\$3,123,200
Miro	3264	597	\$2,743,000
Odoo	878	19	\$2,730,200
Canva	1166	109	\$2,421,000

Source: Magellan January 1, 2023 to February 22, 2024

AM/FM radio and digital reach almost all business decision makers

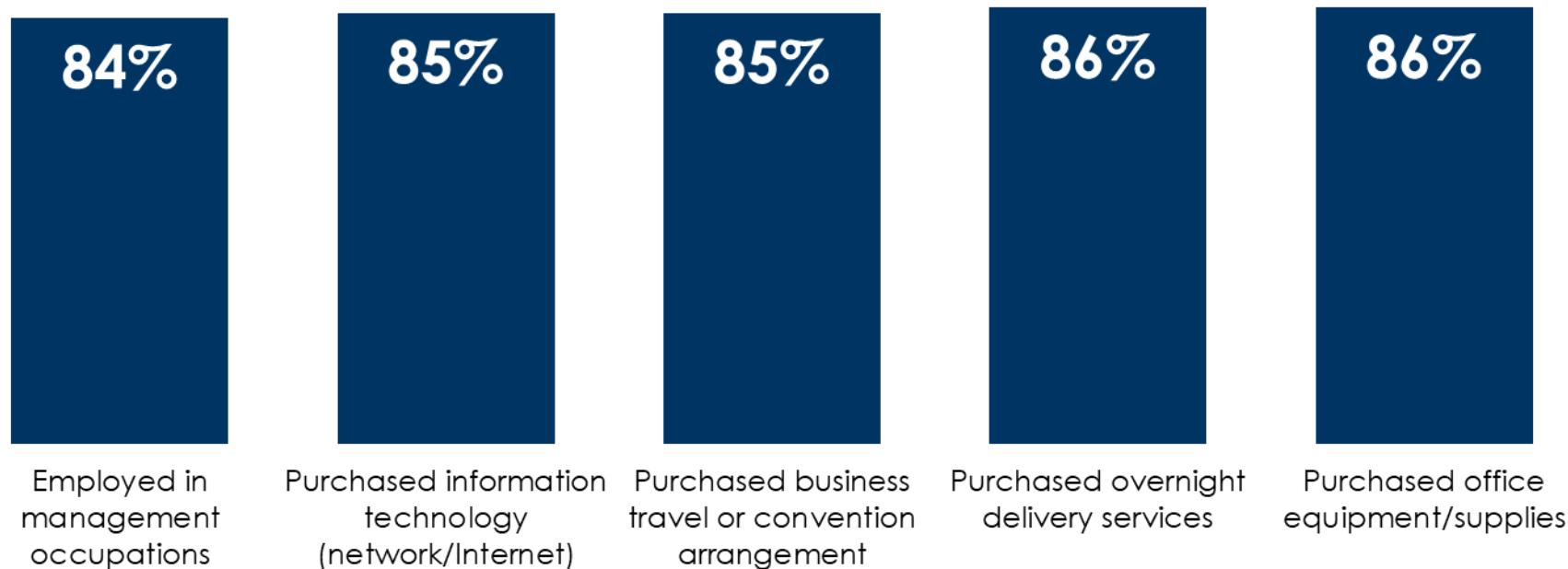
% of business decision makers reached weekly by medium



Source: Scarborough USA+ Podcast Recontact Study (USA+) 2023 Release 1 Total (Nov 2023) Adults 18+. Business Purchase Decision Makers = Company purchasing decisions participated in past 12 months = any purchasing decision. *Non-premium

Nielsen Scarborough: AM/FM radio delivers massive reach among business decision makers

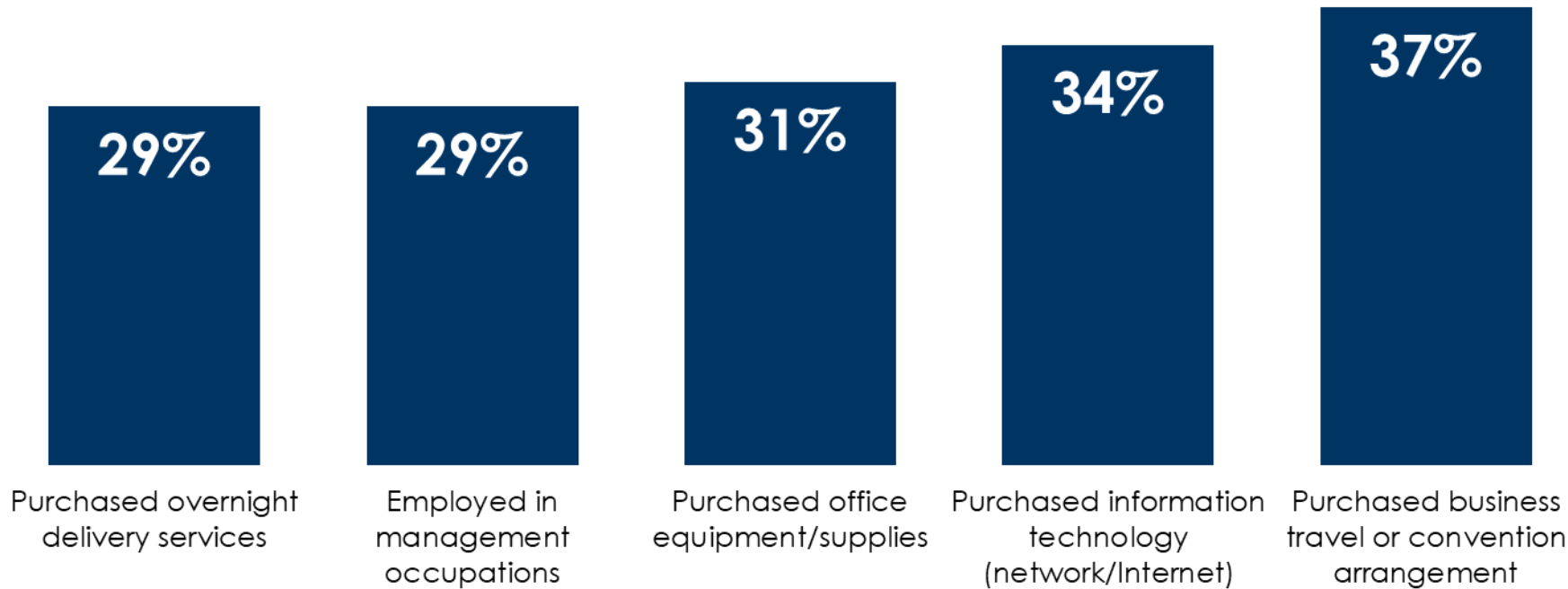
% reached weekly by AM/FM radio



Source: Scarborough USA+ 2023 Release 1 Total (Dec 2021– May 2023), Adults 18+. Management occupations defined as: Occupation summary - Management, Business and Financial Operations

Nielsen Scarborough: Podcasts deliver strong reach among business decision makers

% reached weekly (1+ hours per week)



Source: Scarborough USA+ Podcast Recontact Study 2023 Release 1 Total (Nov 2023), Adults 18+. Management occupations defined as: Occupation summary - Management, Business and Financial Operations

Edison Podcast Metrics: Podcasts are a rich media platform for B2B brands

53%

of weekly
podcast listeners
participate in
purchase
decisions at work

32%

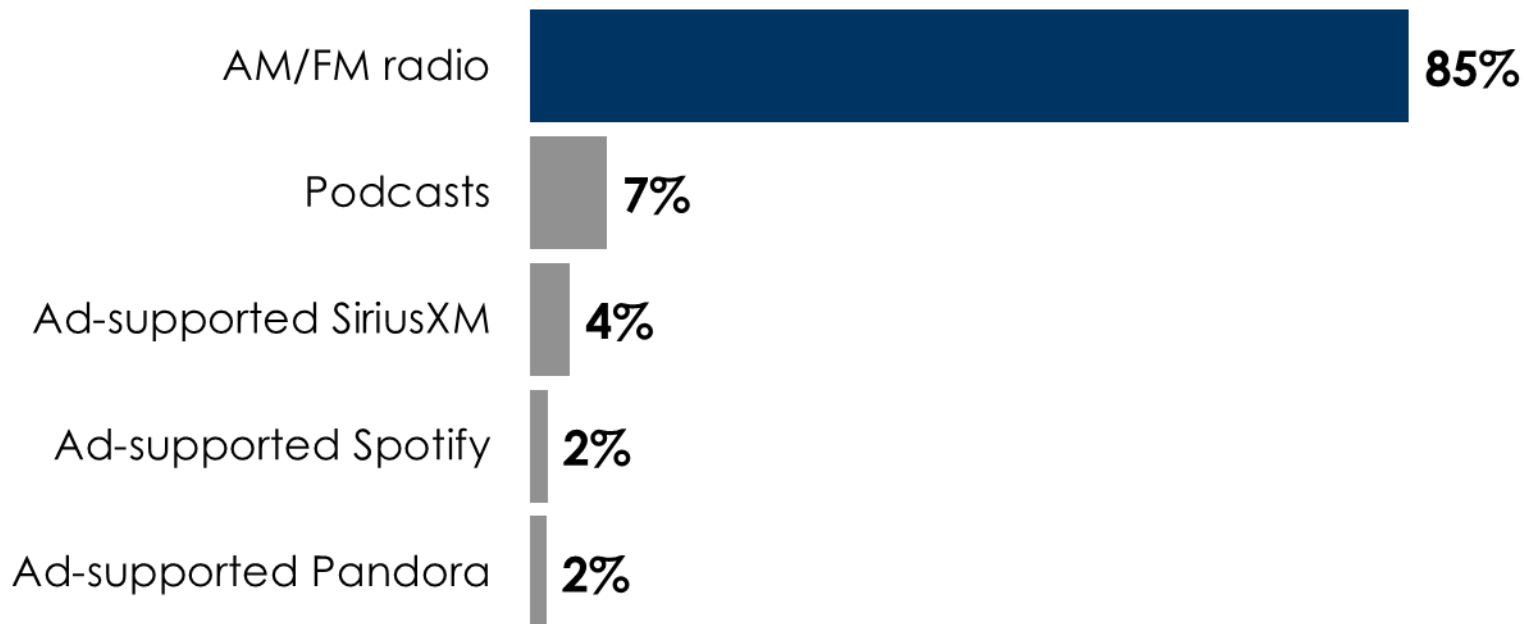
of weekly
podcast listeners
are the primary
purchase
decision maker
at work

17%

of weekly
podcast listeners
are business
owners

AM/FM radio rules ad-supported audio in the car

Edison Research: Share of ad-supported audio time spent in the car among persons 18+



Source: Edison Research, "Share of Ear," Q4 2022-Q3 2023. Persons 18+, in the car; SiriusXM: Ad-supported: Spoken Word. Ad-free: Music; Podcasts listened to on streaming platforms are included in 'podcasts;' Percentages may not add up to 100 due to rounding.

Business decision makers are most similar to heavy AM/FM radio, podcast, and Internet users

	Business decision makers	Heavy AM/FM radio listeners	Heavy podcast listeners	Heavy internet users	Heavy linear TV viewers	Heavy newspaper readers
Median age	42	51	41	42	60	53
Median yearly household income	\$105K	\$73K	\$92K	\$87K	\$66K	\$71K
Employed full time/part time	100%	64%	80%	71%	49%	57%
Attended college	74%	61%	76%	70%	59%	62%
1 or more children in home	39%	34%	35%	36%	23%	29%

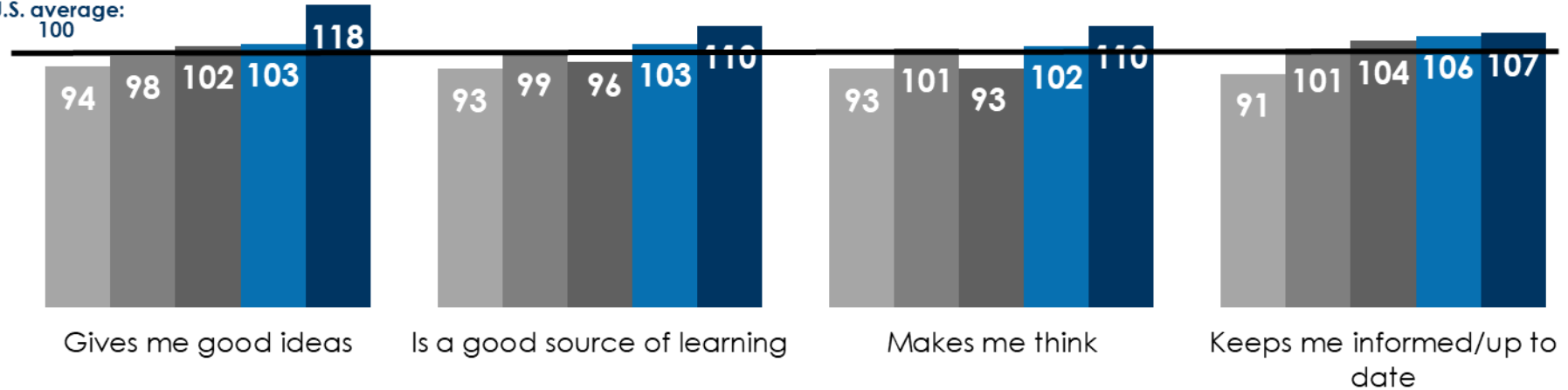
Source: Scarborough USA+ 2023 Release 2 Total (June 2022-October 2023) for all but podcasts (Podcast Recontact Study 2023R1 (Nov 2023) Adults 18+, Business Purchase Decision Makers = Company purchasing decisions participated in past 12 months = any purchasing decision. Heavy Users = 1st OR 2nd Quintiles by Media (Top 40% of users by time spent with media). Heavy Linear TV= Cable or Broadcast Users = 10+ Hours watched past 7 days (42.7% of pop.). Heavy podcast = 10+ hours listened past 7 days.

Business decision makers rely on audio and digital for information

Index (based on adults 18+ business decision makers who agree with each statement)

■ Television ■ Newspaper ■ Social media ■ Digital ■ Audio

U.S. average:
100

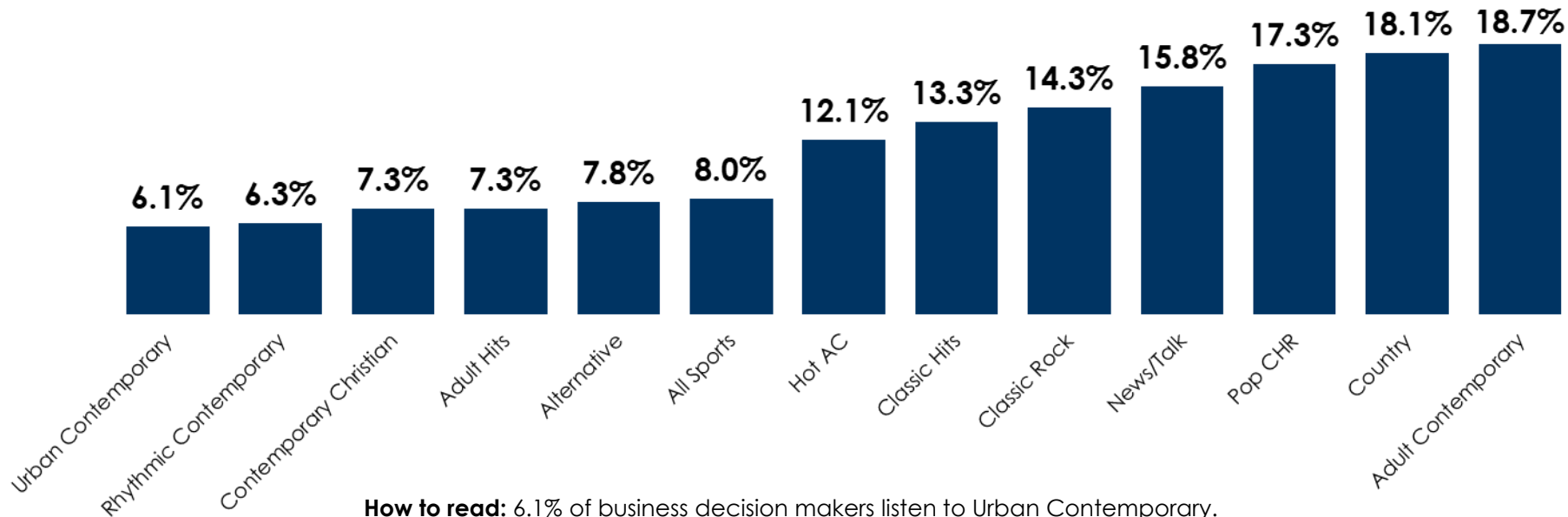


How to read: When compared to the entire U.S. population, those who have made business purchase decisions are 18% more likely to agree that “audio gives me good ideas.”

Source: 2023 Summer MRI-Simmons. Adults 18+. Business decision makers defined as: Business Purchases: Banking services or Investment of corporate/employees funds or Property/group insurance or Real estate/plant site location or Convention/meeting site or Travel arrangements or Freight/express services or Advertising/promotion or Office furniture/furnishings or Copiers/Fax machines or Telephone/communication equipment or services or Video conferencing equipment or Truck purchase/rental/lease or Automobile purchase/rental/lease or Personal computers or Personal computer hardware (hard disk, keyboards, etc.) or Networking hardware/software or Personal computer software or Printers (computer) or Minicomputers, mainframes and related equipment and services or Consultation services or Temporary help or Printing services or Security systems or Air conditioning/heating equipment or Building/Construction Materials or Materials handling equipment or Packaging/containers or Paints/industrial finishes or Electrical or mechanical controls/systems or Engineering/construction services or Operating supplies (lubricants, adhesives, fuels, etc.) or Components or parts for machinery or Raw materials or Heavy machinery or equipment or Web development software/services. Audio=Podcasts or AM/FM radio.

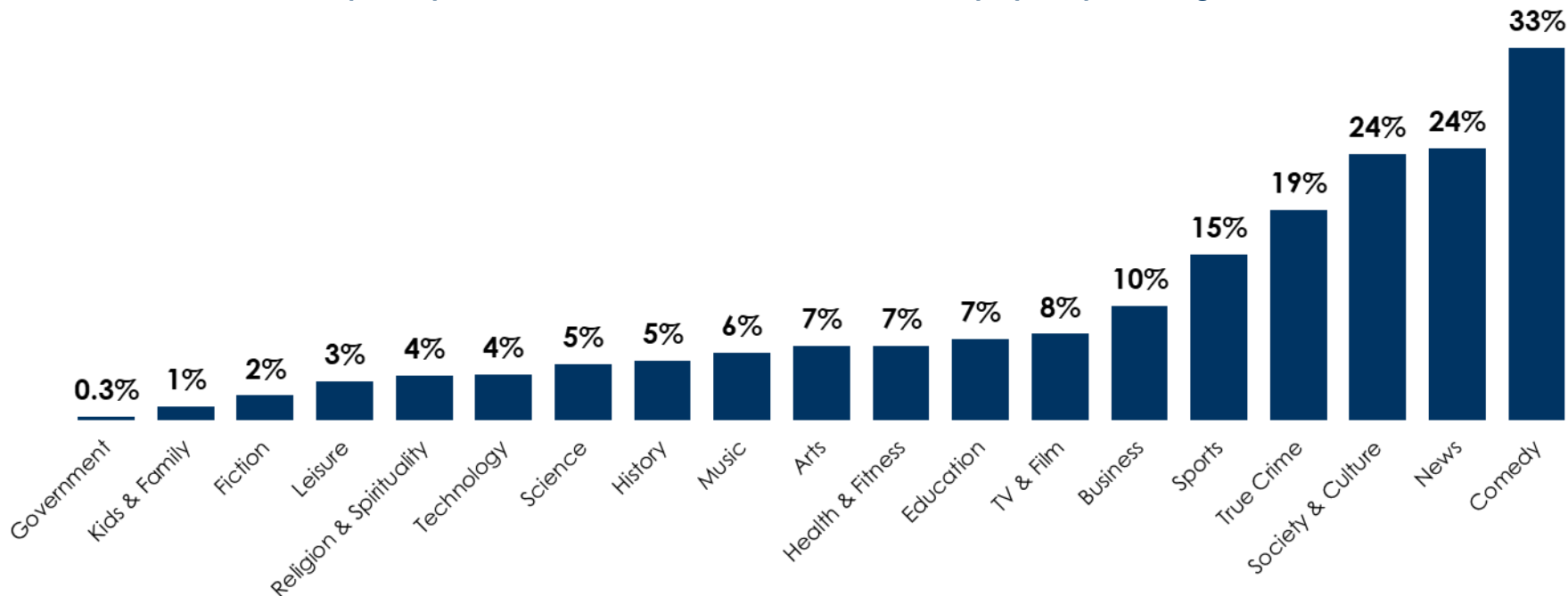
Nielsen Scarborough: Many AM/FM radio programming formats deliver business decision makers

% reach of business decision makers by format



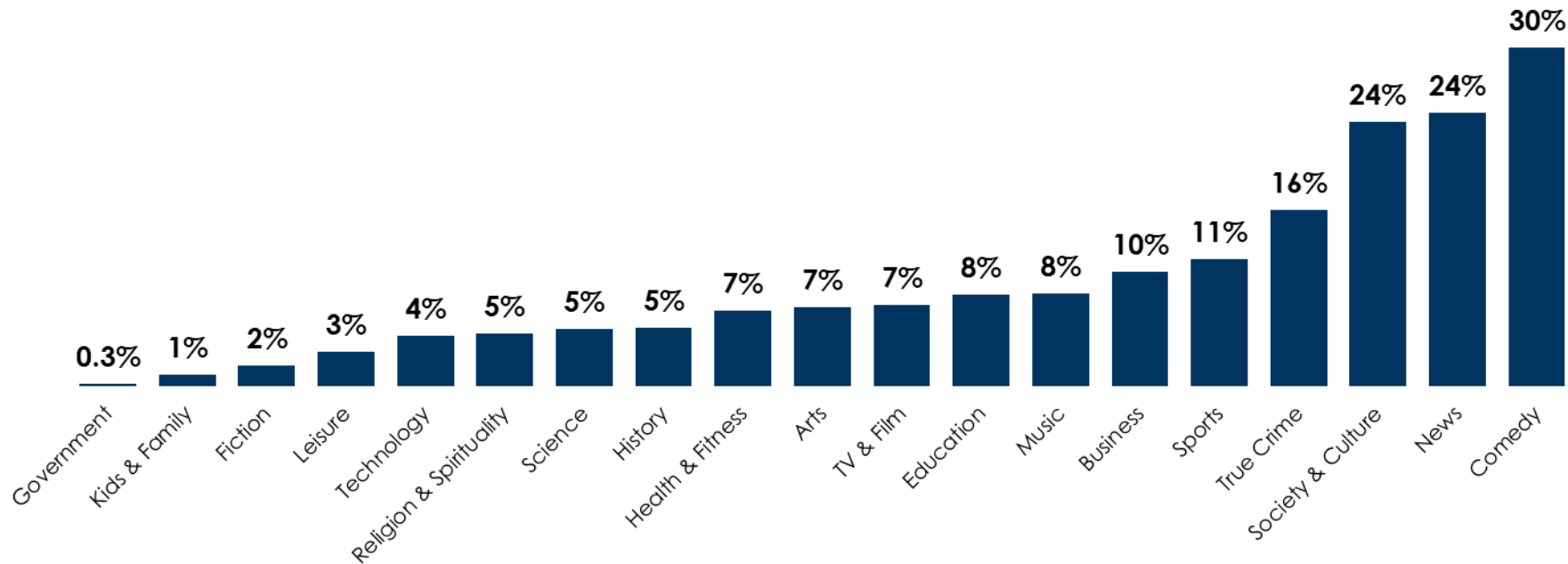
Edison Podcast Metrics: Many podcast genres deliver primary business decision makers

% of primary business decision makers reached weekly by the podcast genre



Edison Podcast Metrics: Wide diversity of podcast genres deliver business owners

% of business owners reached weekly by the podcast genre





How AM/FM radio elevates the B2B TV plan

Nielsen Media Impact: AM/FM radio adds significant incremental reach to the business-to-business TV deliveries

	% reach among adults 18+ – September 2023 campaign (ZipRecruiter campaign ran August 2023)		
	TV only reach	TV + AM/FM radio reach	Incremental reach AM/FM radio generates versus TV deliveries
ZipRecruiter	5.9%	60.1%	+919%
USPS	8.6%	46.6%	+442%
Grainger	45.3%	73.4%	+62%
Indeed	56.1%	80.5%	+43%
Dell	47.0%	65.6%	+40%

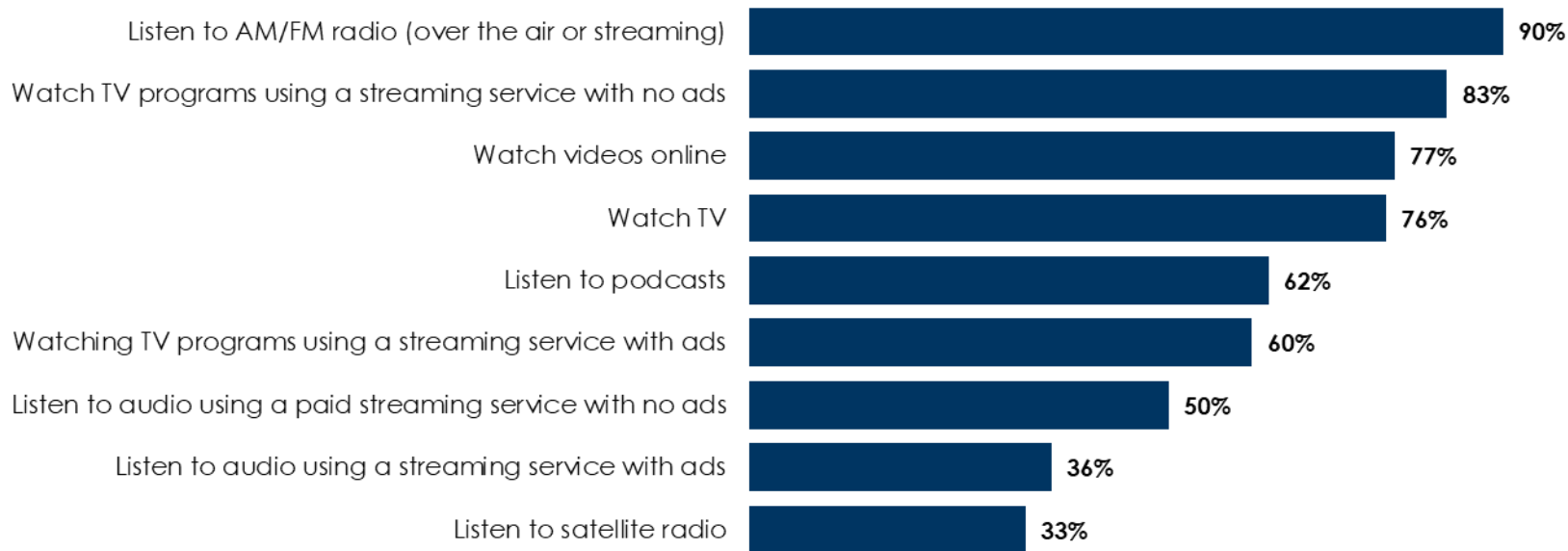
Source: Nielsen Media Impact September 2023, adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel. Network Radio based on all RADAR networks at an average CPP of \$5000; ZipRecruiter: Nielsen Media Impact August 2023, adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel. Network Radio based on all RADAR networks at an average CPP of \$5000.

Information technology decision maker case study

M ESH
Experience

AM/FM radio is the top media source consumed by IT decision makers; Podcasts are also stronger among IT decision makers vs. the general population

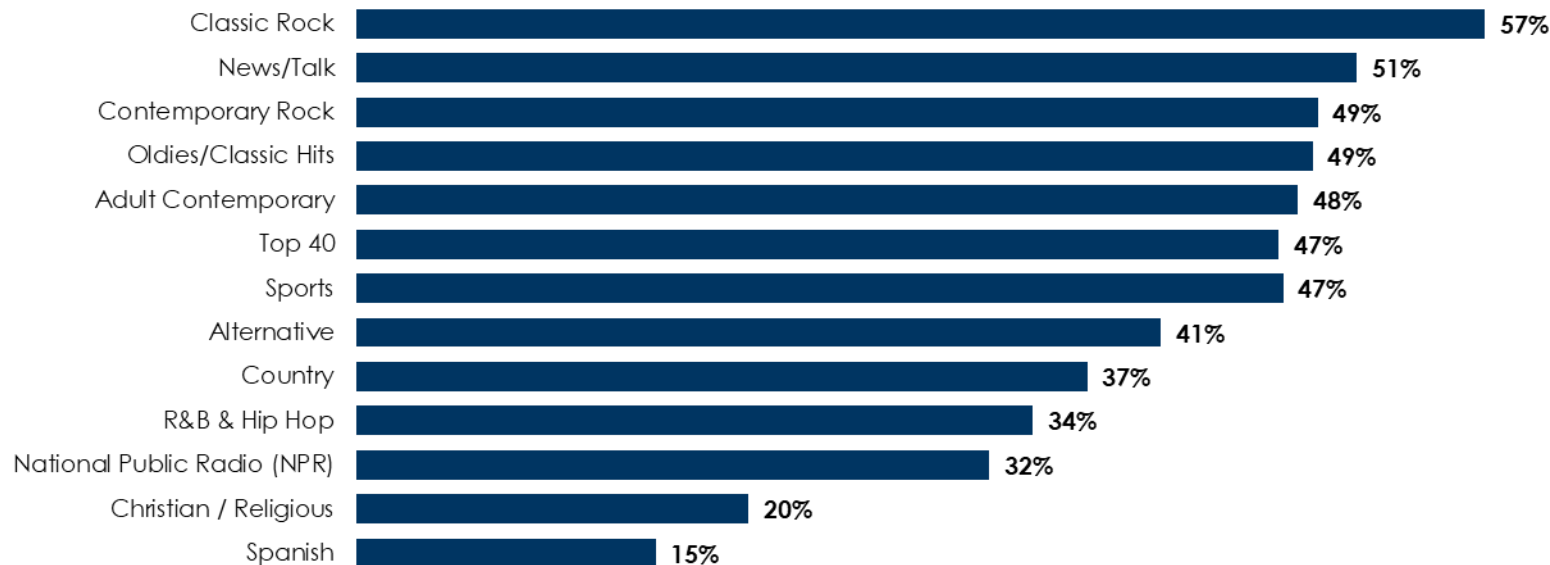
Q: Which of the following activities do you do in a typical week?
% of IT decision makers



IT decision makers listen to a wide variety of AM/FM radio genres, with “Classic Rock” being the most popular

Q: How frequently do you listen to each of the following radio formats, either over the air or via online streaming?

**Frequency of listening to AM/FM radio formats
(Frequently/occasionally)**

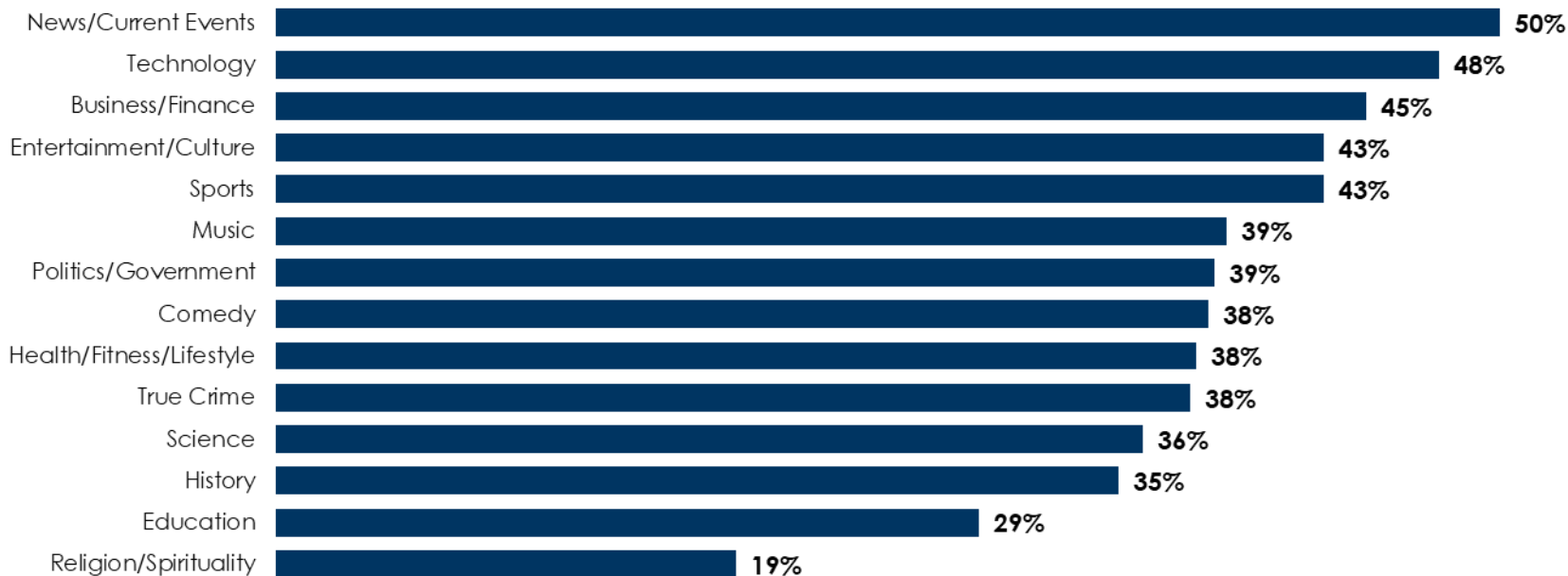


IT decision makers also listen to a wide variety of podcast genres, with “News/Current Events” and “Technology” being the most popular

Q: How frequently do you listen to each of the following podcast genres?

Frequency of listening to podcast genres

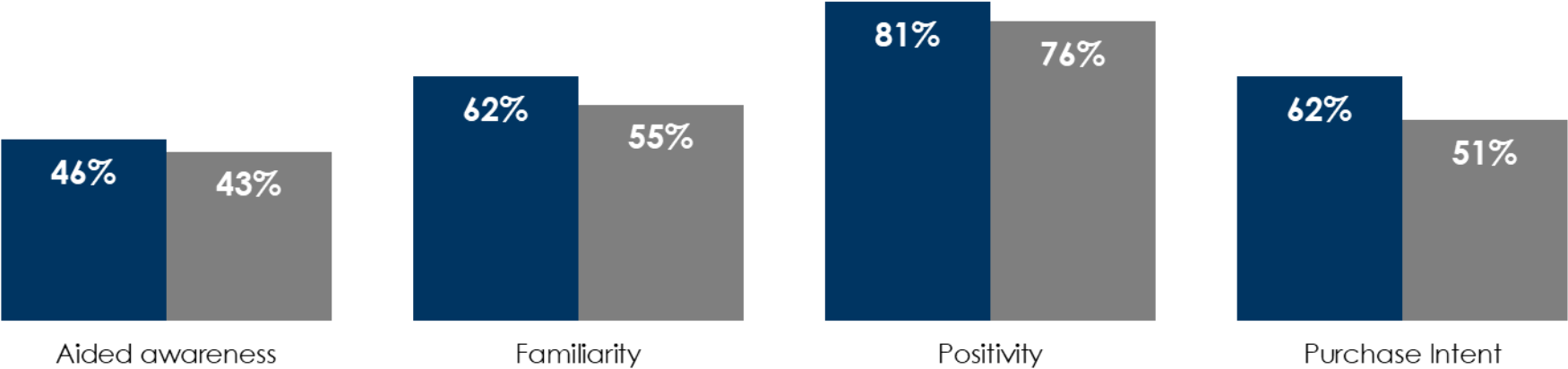
(Frequently/occasionally)



AM/FM radio works: Heavy AM/FM radio listeners are more likely to be familiar with the IT brand, feel positive about the brand, and have a higher purchase intent compared to heavy TV viewers; This is impressive given that the IT brand spent almost 5x more on TV advertising in 2023 compared to AM/FM radio advertising

Brand health metrics

■ Heavy AM/FM radio listeners ■ Heavy TV viewers



Binet & Field's five principles of B2B growth



Les Binet
Head of Effectiveness
adam&eveDDB



Peter Field
Acclaimed marketing
specialist






1. **Invest in share of voice:** To grow, ensure your share of voice is greater than your market share
2. **Balance brand and performance investments;** allocate 46% to branding, 54% performance/sales activation
3. **Expand the customer base with mass reach media**
4. **Maximize mental availability:** Ensure your brand comes to mind quickly and easily in buying situations
5. **Harness the power of emotion in creative:** emotion is the strongest selling tool you have

System1 star ratings correlate creative quality with long-term share growth; The more you feel, the more you buy

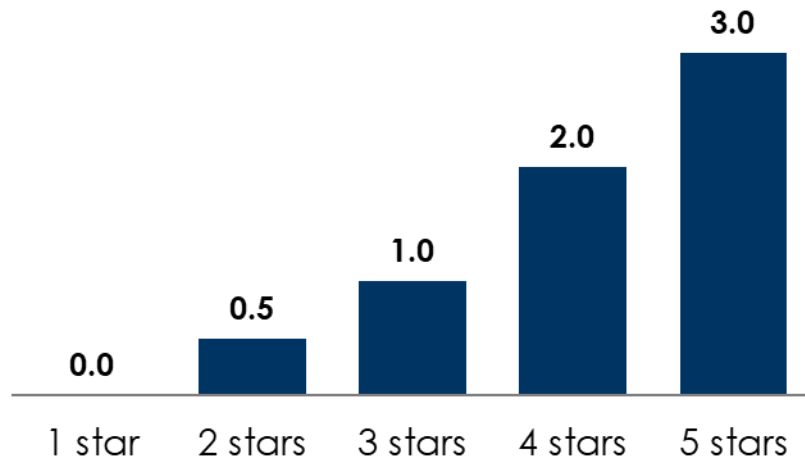
Star rating:

Predicts long-term brand growth from the emotional response to the creative and how positive the reaction is



				
Low	Modest	Good	Strong	Exceptional
53% of ads	30% of ads	13% of ads	3% of ads	1% of ads

Likely long-term % share gain by star rating
(Assumes advertiser share of voice is at least +10% greater than its market share)



System1: Five elements for effective and profitable B2B creative

1. **Story arc:** Those who tell the best stories rule the world
2. **Characters:** We all need someone, or something, to cheer for
3. **Soundtrack:** Music speaks straight to the heart and stirs the soul
4. **Emotion:** Speak to the heart, don't bother the brain
5. **Fluent device:** Use fictitious character/characters or a scenario, expressed as a slogan

Andrew Tindall, System 1: Audio Creative best practices

- **Brands need more audio-distinctive brand assets:** Early brand recognition in audio ads is key to growing ad recall. Brand early and often with distinctive assets. Why not create a jingle? They dramatically increase long- and short-term effectiveness.
- **SLOW DOWN:** Ads need to slowly and clearly say brand names.
- **Put on a show and entertain for commercial gain:** The use of audio depth, characters, stories, a clear sense of audio-place, dialogue, and unexpected contextual sounds. These features are all more associated with emotion and memory formation. Key for brand building.
- **Use pauses and hushed voices to create dramatic intimacy:** It helps to tell stories. Build emotion. Listeners lean in and their senses heighten. Audio is a very close, omnipresent and intimate medium. Use dramatic intimacy to elicit emotion, build more memory structures and create more lasting effects for your brand. Don't shout.

Key findings

- 95% of businesses are not in market for products and services: The primary goal of B2B marketing is “being known before you’re needed.”
- AM/FM radio reaches 85% of all business decision makers weekly. Podcasts reach 40%.
- Business decision makers are similar in profile to heavy AM/FM radio and podcast listeners.
- Audio connects with business decision makers on an emotional and intellectual level providing an engaged and attentive audience.

Key findings - continued

- Business-to-business professionals listen to a wide variety of AM/FM radio programming formats and podcast genres.
- MESH Experience: Among information technology decision makers, AM/FM radio is the number one media platform.
- IT decision maker case study: AM/FM radio drives stronger impact than TV for an IT brand despite spending 5X more on TV.

Best practices

- Binet and Field's effective B2B marketing strategies: Invest in share of voice; Balance brand and performance investments; Expand the customer base with mass reach media; Maximize mental availability; Harness the power of emotion in creative.
- System1's ideal creative elements for B2B: A story arc, characters, soundtrack, emotion, and a fluent device (fictitious character/characters or a scenario, expressed as a slogan)
- System1's Andrew Tindall audio creative best practices: Brands need more audio-distinctive brand assets; Slowly and clearly say brand name; Put on a show and entertain for business gain; Use pauses and hushed voices to create dramatic intimacy.



Full-service advisory for national brands offering media planning recommendations, creative best practices, and measurement services

The **Cumulus Media | Westwood One Audio Active Group®** is a true comprehensive marketing advisory that partners with clients to measure the impact of the **entire** audio campaign (not just the Cumulus Media | Westwood One investment), specializing in the following areas:

- **Audio creative best practices**
- **Media planning**
- **Strategic allocation within audio**
- **Measure the impact of the entire audio investment**

For more, please visit the Cumulus Media | Westwood One Audio Active Group® blog

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