



**AM/FM radio
drives retail
foot traffic**

Key findings

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- There is a direct relationship between AM/FM radio campaign weight and foot traffic lift: The greater the AM/FM radio gross rating points (GRPs), the greater the foot traffic increases.
- Markets with very light/light AM/FM radio campaign weight saw foot traffic lift in the 0-10% range.
- Markets with medium and heavy AM/FM radio campaign weight resulted in 10-30% foot traffic increases.

Key findings - continued

- Why does AM/FM radio drive so much foot traffic for retailers? It's America's number one mass reach media!
- PlacerIQ: A major heavy AM/FM radio campaign in 44 markets yields a lift in share of category foot traffic that persists for months.
- Haus: 25% of incremental lift impact arrives after the media spend window closes.
- Motionworks: A national AM/FM radio campaign for a tax preparation firm drove the strongest foot traffic lift in the local markets where the AM/FM radio campaign had the largest GRP weight.

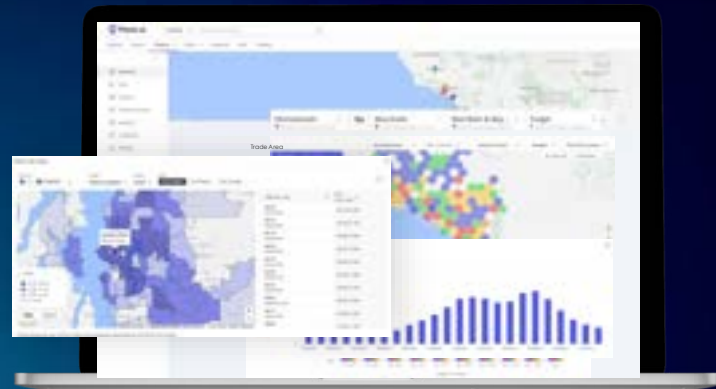


Using
AM/FM radio to
drive holiday
sales promotions
at a major
retailer

Placer.ai is the leader in privacy-preserving location intelligence

Placer.ai is the most advanced location analytics platform describing physical locations, the people and businesses that interact with them, and the markets they inhabit.

Placer is loved and trusted by **4500+ customers** and **30+ industries**.



Advertising & media



Retail & restaurant



CRE

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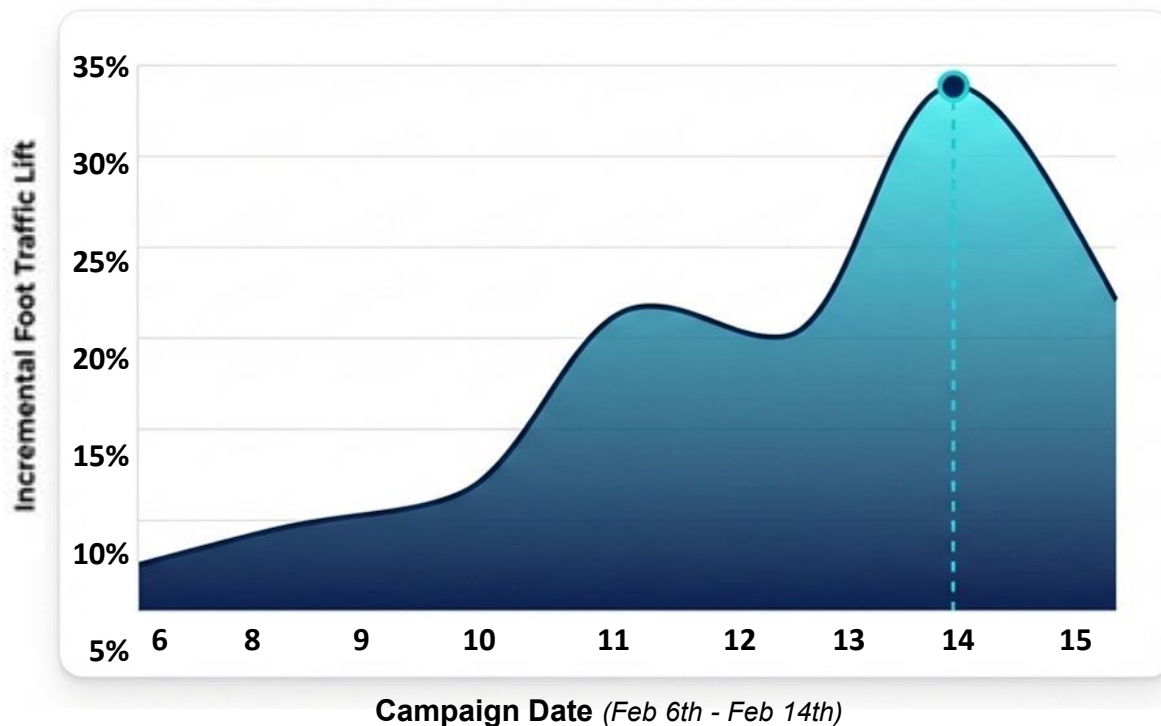
CPG



Major retailer AM/FM radio GRP investment cohorts

Very heavy GRP range: 47-146 Average GRPs: ~75	Heavy GRP range: 29-47 Average GRPs: ~36	Medium GRP range: 15-28 Average GRPs: ~22	Light GRP range: 5-14 Average GRPs: ~9	Very light GRP range: 1-5 Average GRPs: ~3
Lafayette, LA	Charlotte	Detroit	Salt Lake City	Dallas-Ft. Worth
Harrisburg-Lancaster-Leb-York	Tampa-St. Petersburg	Indianapolis	Denver	Phoenix
Flint-Saginaw-Bay City	San Antonio	Philadelphia	Honolulu	Washington, DC
Odessa-Midland	Amarillo	Jacksonville	Nashville	Seattle-Tacoma
Shreveport	Reno	Atlanta	Los Angeles	Austin
Little Rock-Pine Bluff	Boston (Manchester)	Raleigh-Durham	Las Vegas	St. Louis
Buffalo	Cincinnati	Minneapolis-St. Paul	New York	Portland, OR
Grand Rapids-Kalamazoo-Battle Crk	New Orleans	Columbus, OH	Louisville	Houston
Baton Rouge	Miami-Ft. Lauderdale	Knoxville	Cleveland-Akron	Omaha
Charleston, SC			Chicago	
Kansas City				

The Valentine's Day campaign generated a +34% lift in foot traffic: Westwood One national activation resulted in measurable incremental foot traffic increases across the United States footprint



34%+

Peak Incrementality

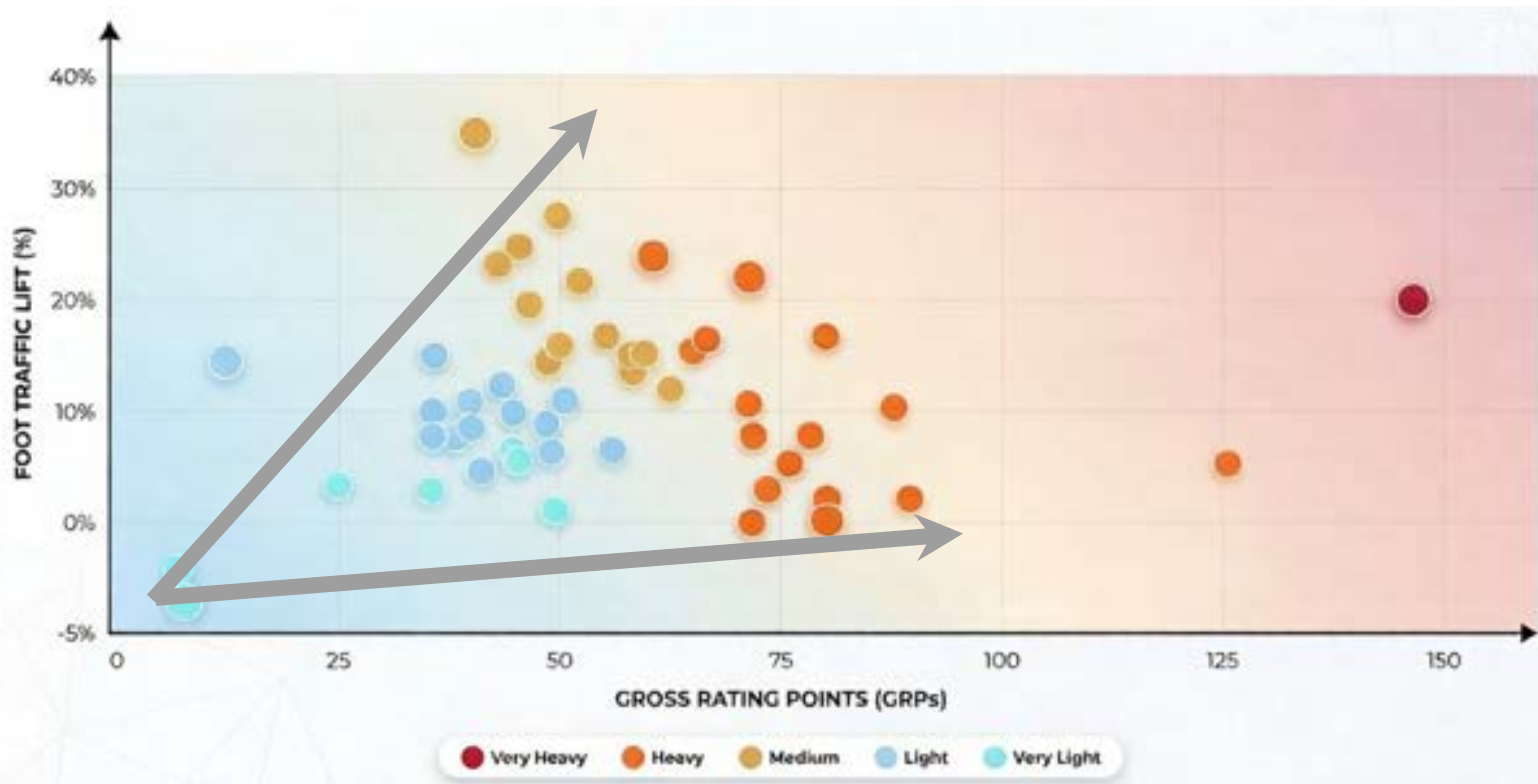
Peak regional foot traffic lift, showing incremental growth in targeted markets.

Double-Digit

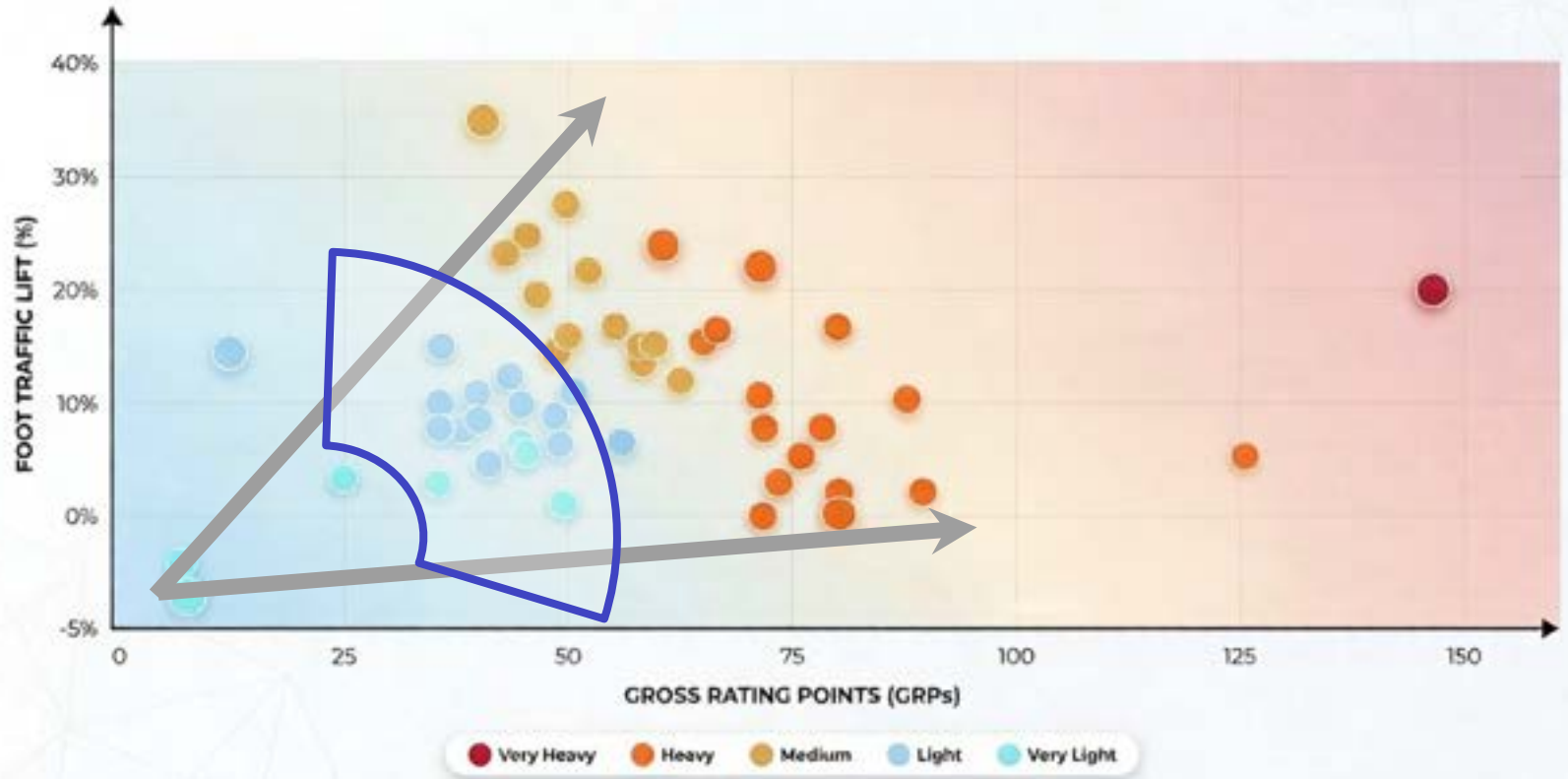
Sustained Volume Growth

Consistent baseline foot traffic growth achieved across high media saturation areas.

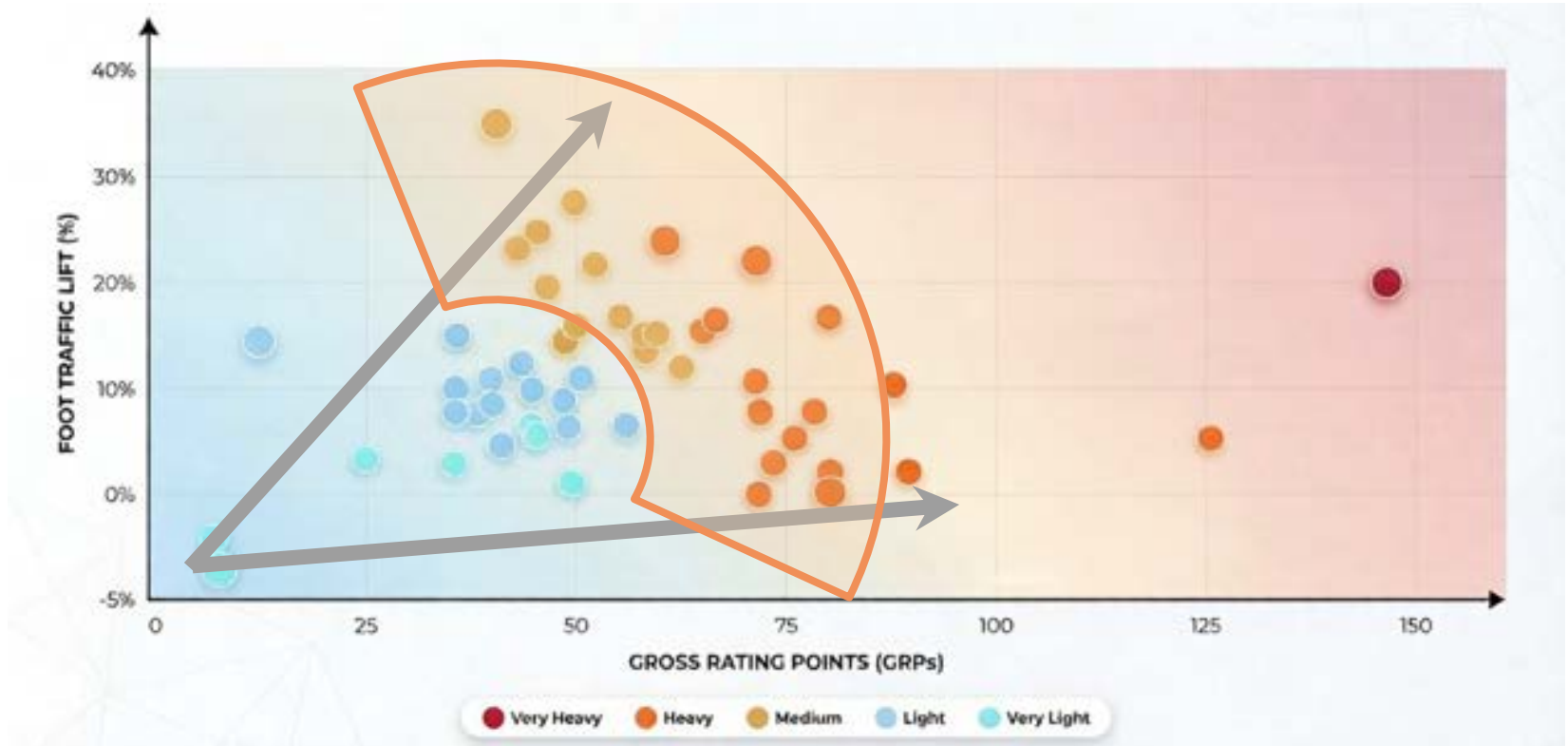
AM/FM radio works: Foot traffic increases as GRP weight grows



Most very light/light markets see 0-10% foot traffic lift



Most medium/heavy markets see 10-30% foot traffic lift

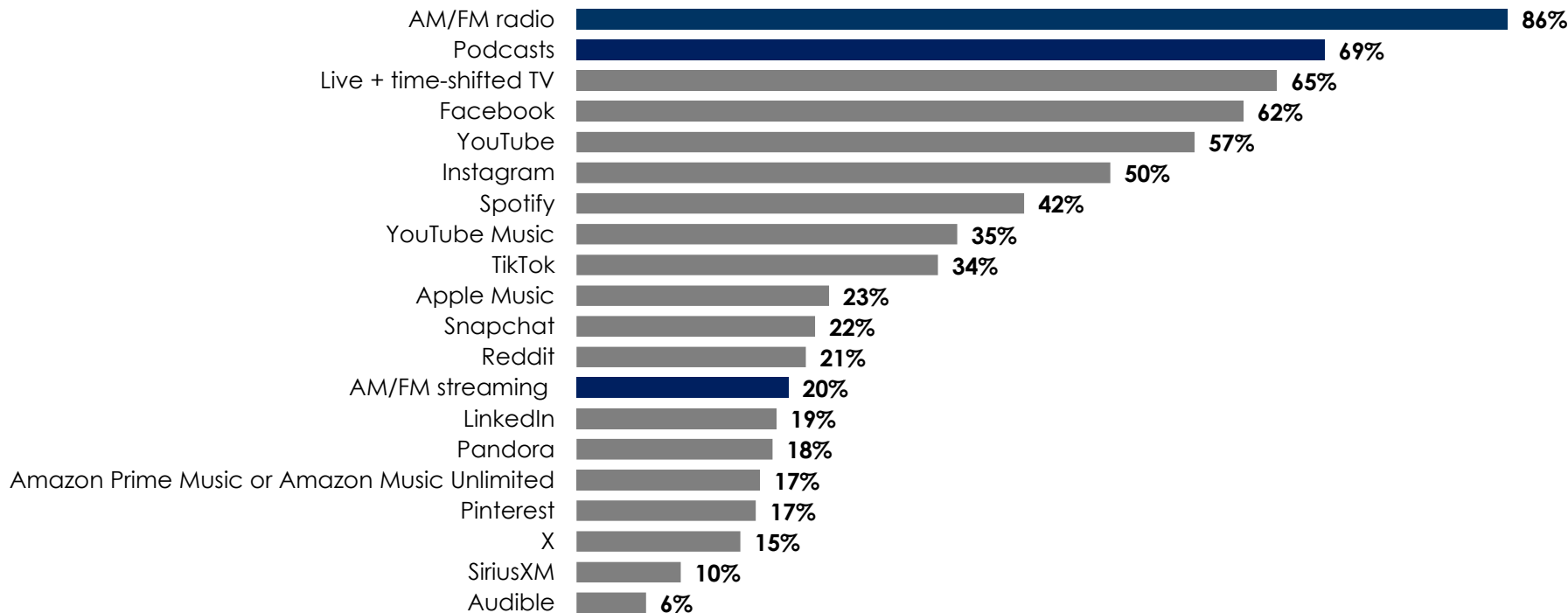


*Why does AM/FM radio
drive so much foot traffic
for retailers?*

**It's America's number one
mass reach media!**

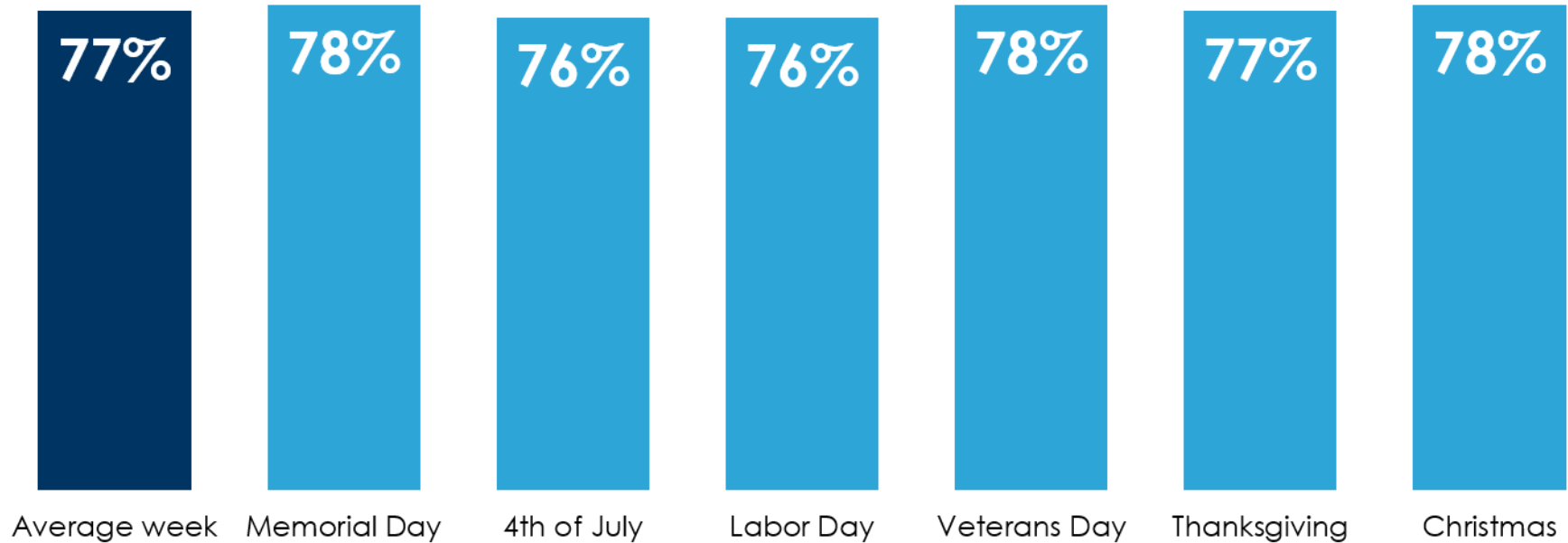
Persons 25-54: AM/FM radio has the greatest reach across all media

Monthly reach/usage among persons 25-54 (Weekly reach for TV and AM/FM radio)



AM/FM radio reaches consumers during holiday weeks

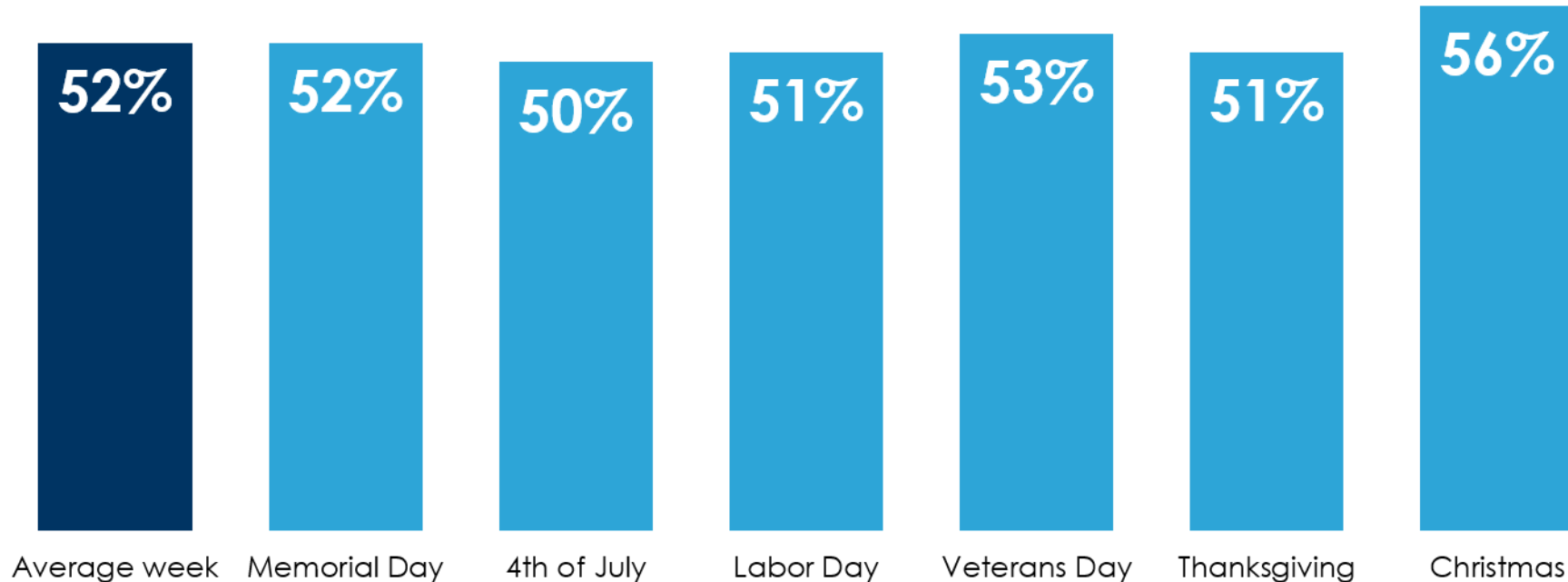
% of adults 18+ reached by AM/FM radio, Monday through Sunday midnight-midnight



Source: Nielsen Audio, 48 PPM Markets, Weekly Cume Rating, M-Su 12m-12m, November 2023 – October 2024
Holidays reflect corresponding PPM survey weeks in 2023-2024

AM/FM radio reaches consumers during holiday weekends

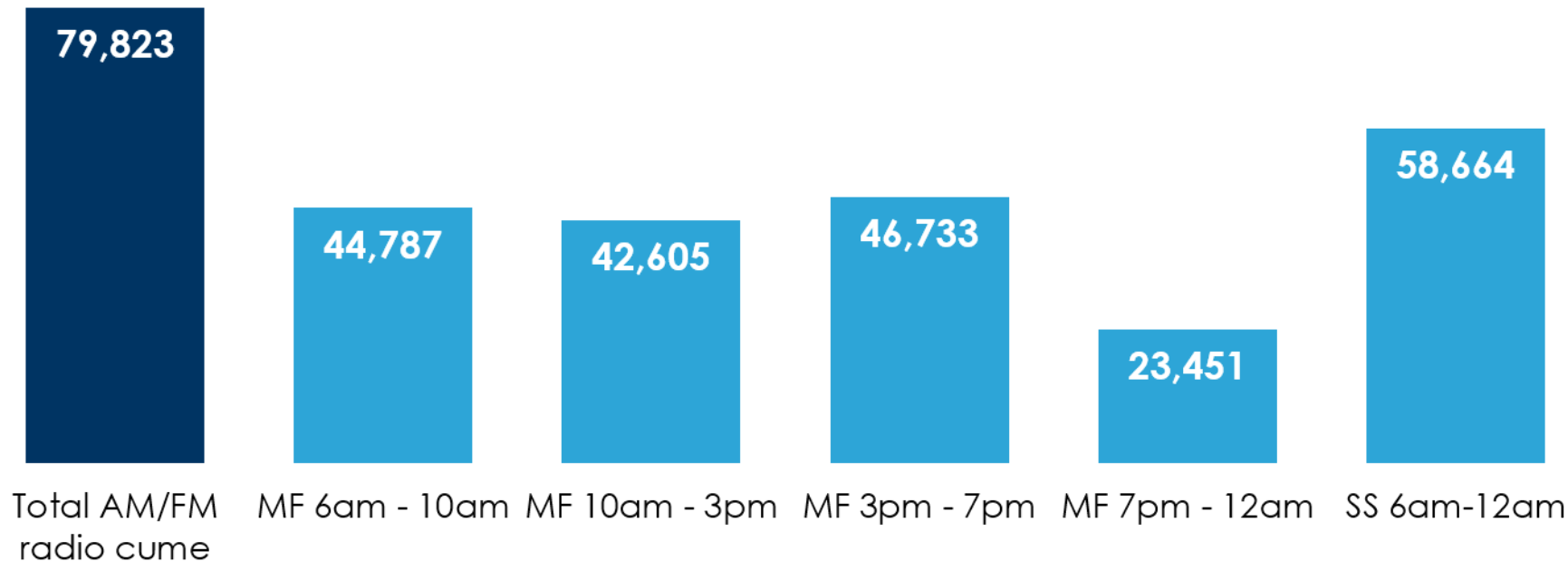
% of adults 18+ reached by AM/FM radio, Saturday through Sunday midnight-midnight



Source: Nielsen Audio, 48 PPM Markets, Weekly Cume Rating, Sa-Su 12m-12m, November 2023 – October 2024
Holidays reflect corresponding PPM survey weeks in 2023-2024

Nearly 80M adults are planning to listen to holiday music on AM/FM radio or streaming, with listening peaking on the weekends

Adults 18+ who are planning to listen to holiday music on AM/FM radio or streaming – AM/FM radio daypart cume (000)





PlaceIQ location attribution: Home Improvement retailer local spot radio heavy up



PlacelQ: A major heavy-up AM/FM radio campaign in 44 markets occurred in March 2019



	January 2019	February 2019	March 2019	April 2019	May 2019	June 2019	July 2019
Share of category GRP voice	34%	21%	38%	22%	25%	25%	24%
Share of category foot traffic							

PlacelQ: The heavy-up AM/FM radio campaign yielded a lift in share of category foot traffic that persisted for months

	January 2019	February 2019	March 2019	April 2019	May 2019	June 2019	July 2019
Share of category GRP voice	34%	21%	38%	22%	25%	25%	24%
Share of category foot traffic	33.1%	33.8%	35.2%	35.6%	35.3%	34.4%	34.1%

The Delayed Impacts of Upper-Funnel Marketing

An analysis of post-treatment window effects across marketing channels, business verticals, and consumer purchase behaviors.



Chandler Dutton
Measurement Strategy Lead



Tyler Horner
Head of Solutions Consulting



Emily Schwartz
Head of Content and Brand

Haus: The delayed impacts of upper-funnel marketing

Drawing on hundreds of incrementality marketing experiments, Haus, the marketing effectiveness measurement firm, discovered 25% of incremental lift impact arrives after the media spend window closes.

The Haus study concludes, “If you’re not measuring lagged effects of your marketing, you could be leaving a quarter of your upper-funnel ROI on the table and potentially making budget decisions based on an incomplete picture.”

Haus: Brands selling on retail shelves experience lagged ROI most acutely

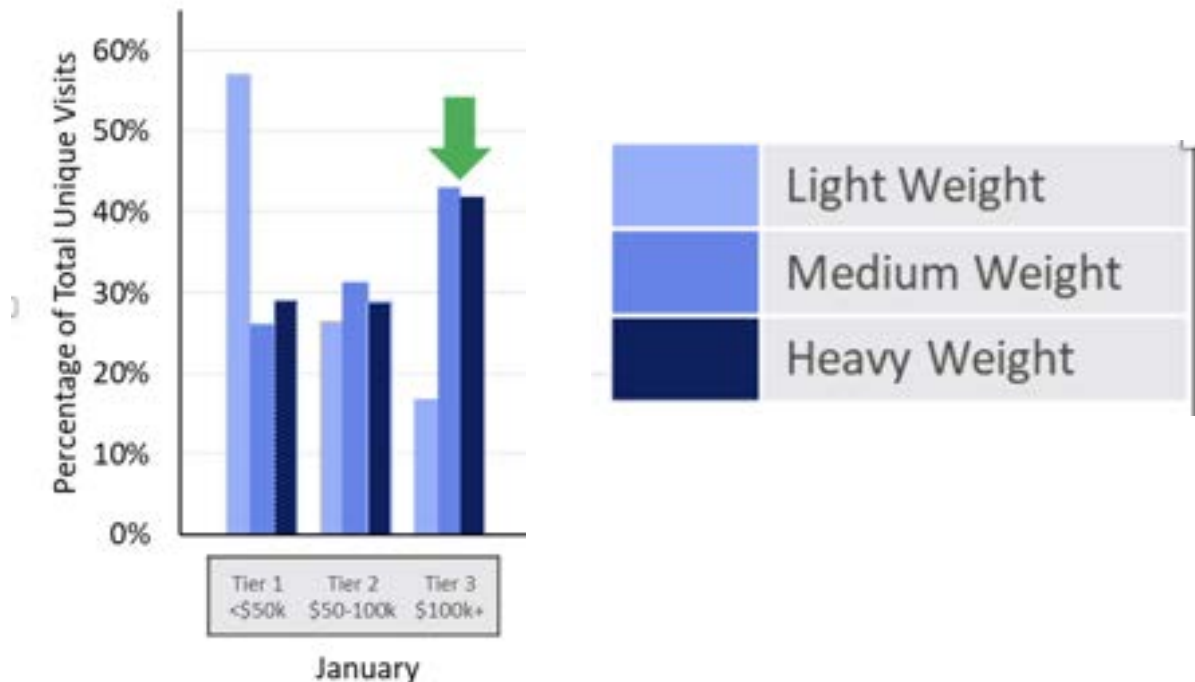
The Haus report found that “for brands selling through retail channels, the median share lift arriving in the post treatment window rises to 29%. For 25% of brands in the category, ROI doubles when factoring in the latent impact.”



**Motionworks foot traffic analysis for
network radio campaign for major
national tax preparation firm**

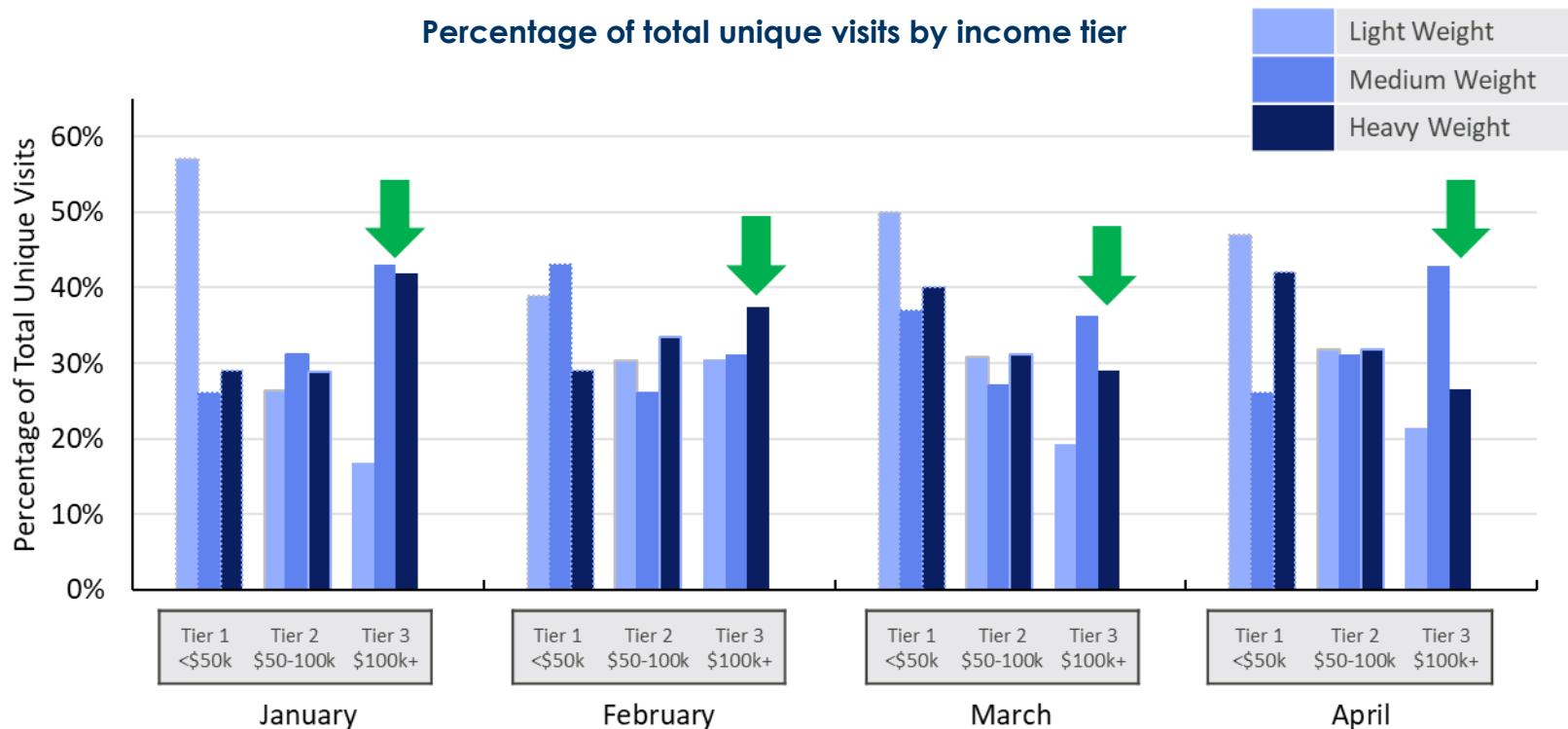
Heavy/medium advertising weight creates a lift among the highest income tier versus light weight markets

Percentage of total unique visits by income tier



Source: Motionworks Unique Visitation, Prizm Segments, and Nielsen Media Monitors impression data utilized. Time period: January through April 2024.

Heavy/medium advertising weight creates a lift among the highest income tier across all months when compared to light weight



Source: Motionworks Unique Visitation, Prizm Segments, and Nielsen Media Monitors impression data utilized. Time period: January through April 2024.

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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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