Radio drives store traffic
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

<table>
<thead>
<tr>
<th>Store Traffic Lift</th>
<th>32%</th>
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<tbody>
<tr>
<td>Automotive</td>
<td>32%</td>
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<tr>
<td>Quick Service Restaurant</td>
<td>23%</td>
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<tr>
<td>Home Improvement</td>
<td>7%</td>
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<tr>
<td>Beauty Retailer</td>
<td>32%</td>
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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

- Automotive Brands
- QSR Brands
- Home Improvement Brands
- Beauty Retailer Brands
The analysis

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

Store Traffic Lift
Exposed audience had higher average retail visits

Store Traffic Lift

- Automotive 1: 18%
- Automotive 2: 45%
- QSR 1: 16%
- QSR 2: 32%
- QSR 3: 21%
- Home Improvement 1: 8%
- Home Improvement 2: 4%
- Home Improvement 3: 10%
- Beauty Retailer 1: 27%
- Beauty Retailer 2: 37%
Radio spots drive store traffic, vary across brand categories

Store Traffic Lift

- Home Improvement 1: 4%
- Home Improvement 2: 8%
- Home Improvement 3: 10%
- QSR 1: 16%
- Automotive 1: 18%
- QSR 3: 21%
- Beauty Retailer 1: 27%
- QSR 2: 32%
- Beauty Retailer 2: 37%
- Automotive 2: 45%
Audiences exposed on Mondays, Wednesdays & Saturdays were more likely to visit retail stores.
Audiences exposed on Mondays, Wednesdays & Saturdays were more likely to visit retail stores.
Weekend 6a-7p, Weekend Overnight & PMD exposure drove higher store traffic

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<thead>
<tr>
<th>Store Traffic Lift</th>
<th>21%</th>
<th>20%</th>
<th>27%</th>
<th>20%</th>
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<th>28%</th>
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Weekend 6a-7p, Weekend Overnight & PMD exposure drove higher store traffic
Across study brands, exposure on Top 40 & Adult Hits formats saw highest store traffic lift

<table>
<thead>
<tr>
<th>Format</th>
<th>Traffic Lift</th>
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<tbody>
<tr>
<td>Adult Hits</td>
<td>27%</td>
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<tr>
<td>Classic Rock</td>
<td>18%</td>
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<tr>
<td>Hip Hop</td>
<td>8%</td>
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<tr>
<td>R&amp;B</td>
<td>14%</td>
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<tr>
<td>Rock</td>
<td>20%</td>
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<tr>
<td>Spanish Music</td>
<td>12%</td>
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<tr>
<td>Top 40</td>
<td>29%</td>
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</table>
Across study brands, exposure on Top 40 & Adult Hits formats saw highest store traffic lift.

Store Traffic Lift

- Adult Hits: 27%
- Classic Rock: 16%
- Hip Hop: 8%
- R&B: 14%
- Rock: 20%
- Spanish Music: 12%
- Top 40: 29%
Automotive

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

Day of Week

Sunday  Monday  Tuesday  Wednesday  Thursday  Friday  Saturday

Daypart

AMD  DAY  PMD  EVE  Weekday overnight  Weekend 6a-7p  Weekend 7p-mid  Weekend overnight

Format

Adult Hits  Classic Rock  Hip Hop  R&B  Rock  Spanish Music  Top 40
QSR

Average overall lift for the category was 23% based on two brands.
Home Improvement

Average overall lift for the category was 7% based on two brands.
Home Improvement

Day of Week
- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

Daypart
- AMD
- DAY
- PMD
- EVE
- Weekday overnight
- Weekend 6a-7p
- Weekend 7p-mid
- Weekend overnight

Format
- Adult Hits
- Classic Rock
- Hip Hop
- R&B
- Rock
- Spanish Music
- Top 40
Beauty Retailer

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

**Day of Week**
- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

**Daypart**
- AMD
- DAY
- PMD
- EVE
- Weekday overnight
- Weekend 6a-7p
- Weekend 7p-mid
- Weekend overnight

**Format**
- Adult Hits
- Classic Rock
- Hip Hop
- R&B
- Rock
- Spanish Music
- Top 40
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