Home Improvement Lawn & Garden Campaign

Goal
- Partnership with NextRadio to measure over-the-air campaign performance and provide the advertiser with robust insights.

Opportunity
- Quantify the relationship between engagement with the NextRadio listener campaign and in-store visits.

Solution
- A 4-week pilot campaign presented NextRadio app users interactive companion ads and content cards on their smartphones – allowing FM radio listening and/or viewing of the home improvement advertiser’s Spring Lawn and Garden campaign/promotion.
- Campaign ran on 197 stations across 66 markets, covering 38 states.

Results
- Exposure to the chain's campaign resulted in a 77% increase in average in-store visits.
- 2.4% of NextRadio users exposed to the commercials made an in-store visit.
  o 83% of those in-store visits had not visited the store in the past 4-weeks.
- 1.3% click conversion rate - those that clicked companion or content cards to “find nearby”.
  (Note: average CTRs for a digital campaign is .06% and .02% for a mobile campaign)
- 62% of the overall NextRadio listening audience were exposed to the campaign
  o 86% of in-store customers visited only this home improvement advertiser during the campaign time frame.
  o NextRadio app listeners skewed slightly higher female at 53%.
  o Ethnicity breakout: Caucasian 52%, African American 32%, Hispanic 32%, Asian 5%.
  o Strong viewing/click conversions on Rock, Top 40, Classic Rock and Hip Hop radio formats.
  o Most listening and viewing occurred on Thursday and Friday, with most activity during AM drive and mid-day.

Sources: NextRadio; DoubleClick and The Direct Marketing Association, 2016