

# RADIO case study

Drive to Retail

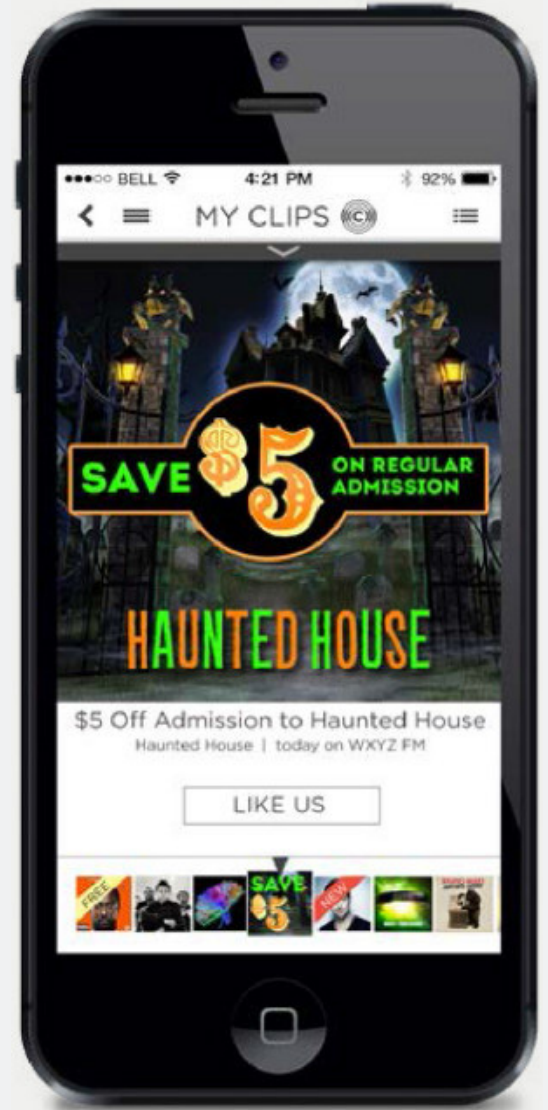


## Objectives

Two interactive radio stations in Portland partnered with a local haunted house offering a \$5 off coupon at the box office. The campaign incorporated on-air radio spots. Users were invited to download the app and show the coupon at the box office. Therefore, the open rate was the metric tied to the success of the campaign.

## Results

Metrics	Performance
Impressions	316,500
Opens	28,450
Open Rate %	9%
Unique Open Rate	47%
Engagements	4,840
Engagement Rate %	17%



## Campaign Performance:

- Interactive radio provides results for tracking consumers driven to retail via radio spots.
- Users had a positive experience receiving the coupon and further engaged with the promotion by clicking through to the advertiser's Facebook page, resulting in increased page likes.
- An easily accessed and visual coupon tied to a radio spot provides a quick, effective option for listeners to engage with advertiser offers.

Campaign drove 7,600 ticket sales tied to the coupon resulting in \$129,000 in revenue.

Client feedback "We had a successful year...breaking numbers!"