

# RADIO case study

## Radio Drives Traffic for a National Retailer

### Background

- Entercom partnered with a national retailer to build a radio campaign and apply relevant metrics to identify the effect radio has on its business.

### Objectives

- Track online engagement as a result of radio advertising.
- Measure performance of creative executions.
- Reveal media planning insights to optimize campaigns.

### Strategy:

- Leverage the Entercom Audience Analytics which tracks and quantifies incremental number of consumers who visit an advertiser's website within an 8-minute attribution window of the commercial airing throughout the course of the campaign.



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### Solution

- Tested campaign impact of live and recorded spots across 40+ markets.
- Over 50,000 radio spots airing on Entercom radio stations were measured.

### Results

- Across 40+ markets, there were 450,000 new users driven to their site by radio between January and October.
- Radio contributed a 20% incremental lift in web traffic.
  - On days when they aired a radio ad spot, the retailer averaged 51,000 new users per day. On days when they didn't air an ad spot, they averaged 42,000 new users per day.
- Live spots out-performed recorded spots by an average of 3.5 to 1.
- Midday and afternoon drove the most response, but evening radio was a tremendous value, driving almost the same level of traffic at a much lower cost.
- Despite a heavy skew in frequency towards late-week (Wed, Thursday, Friday) the strongest response per-ad was on Sunday, Saturday, and Monday.