

## **Radio as a Traffic-Building Medium**

- Radio drives store traffic
  - Analysis of [1.5M spots](#) across 10 brands showed that radio ads drove a 22% increase in store traffic.<sup>2</sup>
    - Specifically, radio ads drove a 32% increase among automotive, 32% for beauty retailers, 23% for quick service restaurants and 7% for home improvement.<sup>2</sup>
- Radio drives search
  - An analysis of over 162K auto dealer spots showed that radio drove an 9% increase for in-person visits to dealership.<sup>3</sup>
    - In-person traffic increased by 14% when the radio spots ran.<sup>3</sup>
  - Across 35.7K auto insurance spots, radio drove a 12% increase in new users online.<sup>4</sup>
    - There was a 15% increase in web traffic when campaign was on vs. off air.<sup>4</sup>
  - A [study](#) across 8 brands and 2,157 ads revealed that radio drove a 29% increase in Google searches.<sup>1</sup>
- Radio improves brand perception
  - Radio drives growth and impact for NFL radio campaign.
    - An NFL streaming subscription radio campaign generated 18% growth in brand recommendation and 26% growth in brand attribution.<sup>6</sup>
      - 45% said they would probably/definitely subscribe to NFL streaming service in the next 30 days.<sup>6</sup>
      - 54% said they would probably/definitely subscribe in the next 6 months.<sup>6</sup>
- Radio boosts business
  - As COVID-19 hit small businesses hard, Impact Radio Group (IRG) set out to help.
    - Ran a campaign with free high frequency simultaneous media schedules across 7 IRG stations for one week.<sup>9</sup>
    - Each advertiser experienced a reach of about 140K A18+ with about 400K impressions.<sup>9</sup>
    - Radio advertisers who continued their campaigns had a 20% conversion rate.<sup>9</sup>
- Radio personalities influence behavior
  - 77% of listeners would try a brand recommended on-air by their favorite radio personality.<sup>8</sup>
  - A [restaurant](#) incorporated DJ endorsements as part of a campaign, which resulted in increased store traffic as well as increase in sales.<sup>7</sup>

Sources: 1) Media Monitors, Sequent Partners, In4mation Insights, RAB, Radio Drives Search, 2017; 2) Dial Report & RAB, Radio Drives Store Traffic, 2018; 3) NumericOwl, RAB Radio Drives Auto Search, 2020; 4) NumericOwl, RAB, Radio Drives Auto Insurance Search, 2020; 6) Nielsen Campaign Effect Study – A Leading Video On Demand Streamer/NFL on WestWood One 2020; 7) Norbella for Bertucci's case study; 8) Katz Media Group, Our Media, 2019; 9) Impact Radio Group, Iliad Media Group, Boost Idaho Business Case Study