

Radio Drives Auto Dealer Traffic

Background:

- Dial Report is the only large sample platform that can prove radio's ability to drive consumers to local stores.
- Dial Report provides agencies, brands and broadcasters with data on radio listening, behaviors, interactions and exposures.

Objective:

- Demonstrate the power of radio to drive traffic to local high-end auto dealerships.

Strategy

- Leverage Dial Report data to quantify attribution of radio.

Solution:

- Campaign included 5 radio stations in a single market that was home to 23 automotive dealerships.
- Campaign ran for 13 weeks, June-September 2017, across formats including: Adult Hits, Oldies, Rock, Soft R&B and Top 40.

Results

- Radio advertising exposure increases dealer visits by **69.8%**.
- 11% of radio listeners who heard the campaign intend to purchase a new auto in the next 6 months.
- Dial Report was able to provide location based data, including the hot zips based on listener home locations.
- Advertiser was provided with breakdown of key demographics and behavioral insights about the listening audience.

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