Radio Pushes Listeners to Seek More Financial Protection

Background:
- Dial Report is the only large sample platform that can prove radio’s ability to drive identity theft protection conversion.
- Dial Report provides agencies, brands and broadcasters with data on radio listening, behaviors, interactions and exposures.

Objective:
- Demonstrate the power of radio to push listeners to seek more financial protection.

Solution:
- Campaign included 10 radio stations in 4 markets, including 118 locations.
- Campaign ran for 13 weeks, September-December 2017, across formats including: Adult Hits, Oldies, Country, Soft R&B and Top 40.

Results:
- Radio advertising exposure increased identity theft protection conversion by 32%.
- Overwhelmingly more likely to Share/Like in response to CTA (71% versus 14% for both Call and Start Membership/Visit Website).
- Advertiser was provided with breakdown of key demographics and behavioral insights about the listening audience.

<table>
<thead>
<tr>
<th></th>
<th>This campaign</th>
<th>NextRadio benchmark of completed campaigns</th>
<th>Index</th>
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</thead>
<tbody>
<tr>
<td>Campaign reach as a % of NextRadio audience reach</td>
<td>11.1%</td>
<td>9.2%</td>
<td>121</td>
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<tr>
<td>% of those who heard the audio ad who also viewed the campaign ad</td>
<td>33.0%</td>
<td>28.4%</td>
<td>116</td>
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