

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.

Strategy

- Leverage Dial Report data to quantify attribution of radio.

Solution:

- Campaign included 10 radio stations 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.

DIALREPORT™

powered by  nextradio®

	This campaign	NextRadio benchmark of completed campaigns	Index
Campaign reach as a % of NextRadio audience reach	11.1%	9.2%	121
% of those who heard the audio ad who also viewed the campaign ad	33.0%	28.4%	116