

## Radio Drives Grocery Store Traffic

### Background:

- Dial Report is the only large sample platform that can prove radio's ability to drive consumers to local grocery 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 grocery stores.

### Strategy

- Leverage Dial Report data to quantify attribution of radio.

### Solution:

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

### Results

- Broadcast radio exposure significantly increased in-store grocery visits (**2.7%** on average of customer visits per exposed).
- Advertiser was provided with breakdown of key demographics and behavioral insights about the listening audience.
- By incorporating the Dial Report in future attribution analysis, grocery stores can drill down into market, format and creative performance.

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