

## Retailer Tracks Store Visits from Radio Campaign

### Background:

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

### Objective:

Demonstrate the ability for a retailer to track store visits through the power of radio.

### Strategy

Leverage Dial Report data to quantify attribution of radio.

### Solution:

- Campaign included 3 radio stations in 2 markets.
- Campaign ran for 4 weeks in each market, across formats including: Adult Hits, Oldies, Rock, Soft R&B and Top 40.

### Results

- The campaign captured 10.9% of the NextRadio audience in the target markets (which exceeded a NextRadio benchmark norm).
- **2.4%** of those that heard the spots via NextRadio actually entered a store
- Overall the campaign Listener profile skewed to black ethnicity and in the 25-54 age bracket
- Advertiser was provided with breakdown of key demographics and behavioral insights about the listening audience.

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