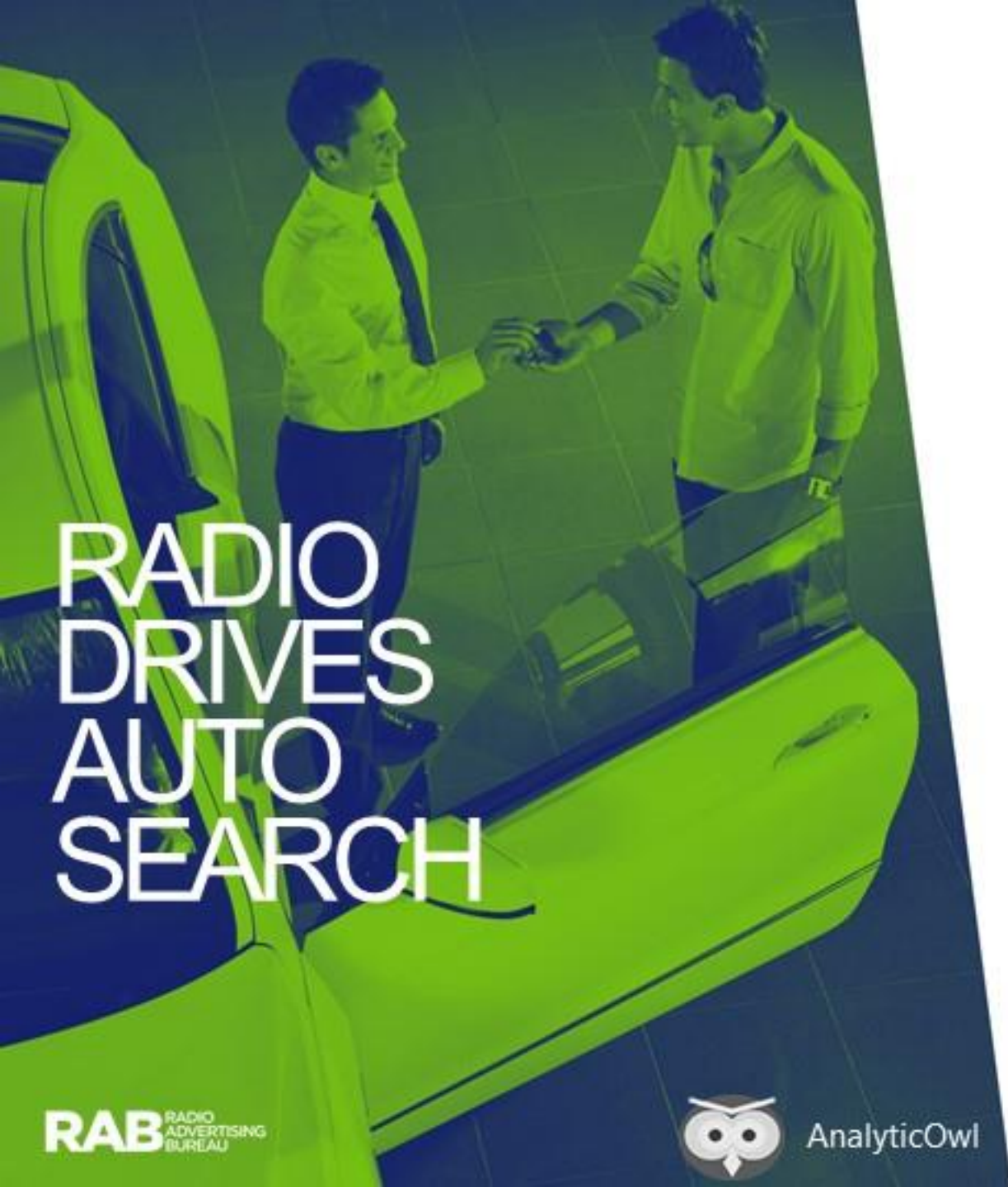


RADIO DRIVES AUTO SEARCH



AnalyticOwl

RAB RADIO
ADVERTISING
BUREAU



RADIO DRIVES AUTO SEARCH



About Auto-Buying Intenders

Consumers today, specifically auto-buying intenders, shop differently.

- Reasons for differences in shopping behavior:
 - Age
 - Brand awareness
 - Ad influence

Radio Reaches:

- 91% of Adults 18+
- 91% of Blacks/African-Americans
- 92% of Hispanics

whose household plans to buy any
new, used or leased
vehicle within the next year.



RADIO REACHES AUTO INTENDERS

BACKGROUND: DATA

330

Advertisers

1.1 Million

Total Auto Ads

54.7 Million

Total Sessions

January 2018 – September 2018



Radio Drives Search

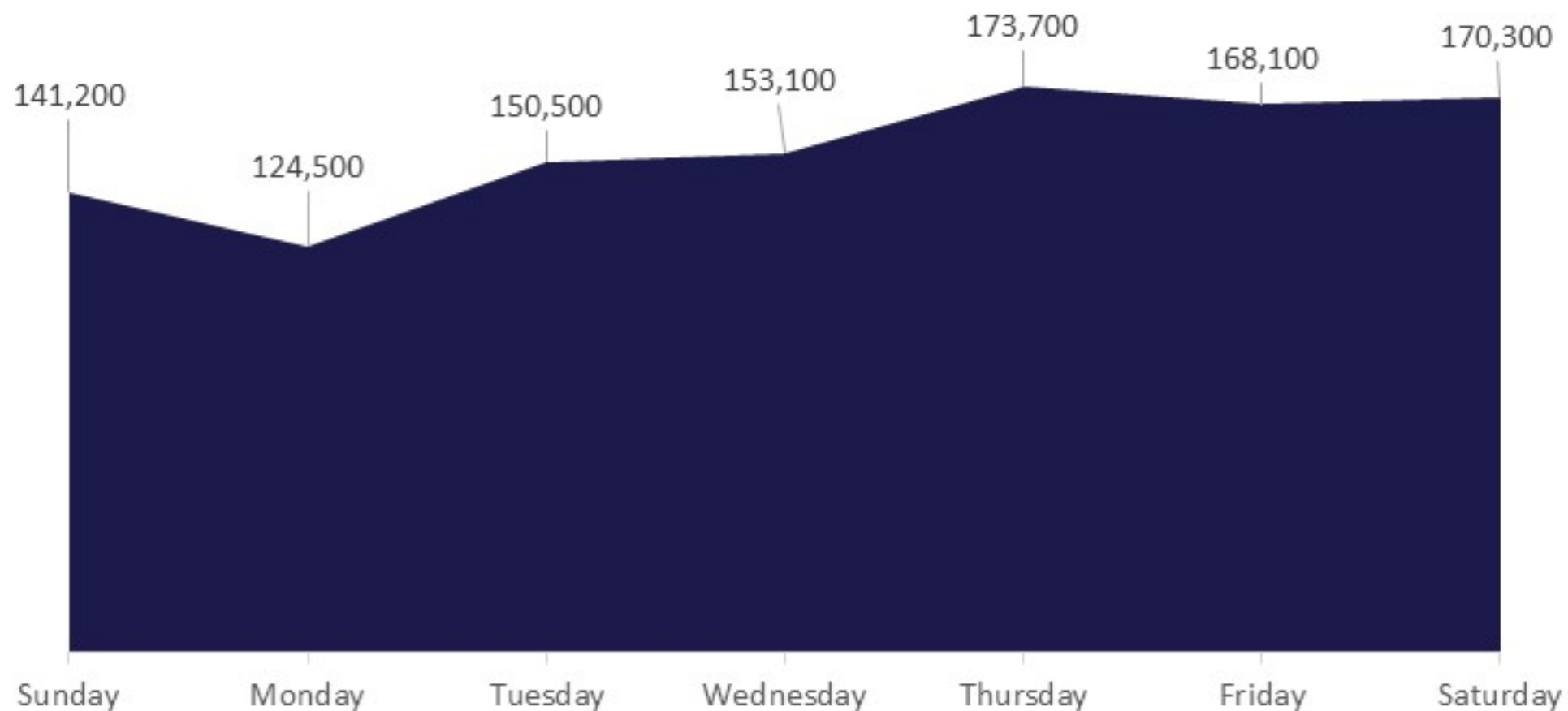
Radio campaigns
influenced search
behavior:

Increase in visitors: **+8%**

New users per day: **+1.1**

RESULTS

Radio Driven Auto Website Visits by Day



AnalyticOwl

Source: NumericOwl Automotive January 2018-September 2018

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Radio Driven Auto Visits by Daypart

Mid-day	Afternoon	Morning	Evening
10AM-3PM	3PM-7PM	6AM-10AM	7PM-12m
Highest new site visitors	Second highest number of new site visitors	Drove third highest new site visitors	Less spots than afternoon but drove high new site visitors

Insight for auto dealers: *Not often included, Evening can increase web traffic.*



Radio Drives Web Auto Search On or Off Air

On-Air

102 days

453 new daily web users

Off-Air

124 days

409 new daily web users



AnalyticOwl

Source: NumericOwl Automotive January 2018-September 2018

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RADIO DRIVES AUTO SEARCH

Radio is an effective medium for auto advertisers.

- Radio reaches 91%+ of potential adult auto buyers
- Radio increased web search by 8%
- Radio drives new web visitors daily
- Radio influences search when off-air