



# **CAUSE MARKETING ADS ON RADIO: WHAT'S WORKING BEST**

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**ANALYTICOWL RESPONSE RATINGS DATA SHOWS THE  
IMPACT OF RADIO AND HOW TO DRIVE THE BEST RESULTS**

# RADIO REACHES CHARITABLE CONTRIBUTORS

## Total Population

- 86% who have contributed to a religious or social care/welfare organization in the past year.

## Blacks

- 88% who have contributed to a religious or social care/welfare organization in the past year.

## Hispanics

- 88% who have contributed to a religious or social care/welfare organization in the past year.



# MOST COMMON RESPONSE PATH: SEARCH!

Not direct traffic to hard-to-remember landing pages, not remembering and dialing a phone number, not remembering and entering a specific code, but simply typing in the name of the organization and clicking a suggested link.

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- In 2024, 65% of charitable, religious and nonprofit website visits occurring after commercials aired came from Google, Bing, Yahoo, etc.
- During that same time, 32% of website visits came from users who entered a specific website address.
- In Google Analytics, the “Referring Source” metric identifies the last website a visitor was on. That can give the impression that the search engines are where all visits originated when, in reality, many visits were from people who just heard a commercial and used the search engine to get to the site!





# BEST TIME OF YEAR: MOST ANY!

Advertisers who advertise sporadically miss opportunities. People give and get involved year-round.

Website traffic for cause marketers using radio is fairly steady through the year, suggesting that a consistent campaign will pay dividends throughout the year.

WEEKLY VIEW



- Demand up more than 10% - OPPORTUNITY to start or increase advertising to take advantage of a spike in demand
- Demand even
- Demand down more than 10% - OPPORTUNITY to maintain market share while competitors lose business



# BEST DAYS: MIDWEEK!

Response rates are highest on Tuesday, Wednesday and Thursday, but only slightly lower levels on other days, suggesting the value of reach and frequency.

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<b>DAY</b>	<b>USER SESSIONS - VPA - VISITS PER AIRING™</b>
Wednesday	2.1
Tuesday	2.1
Thursday	1.9
Sunday	1.8
Monday	1.8
Saturday	1.8
Friday	1.7



# BEST DAYPART: MIDDAY

There is good value to be had in Evening and Overnight, and Morning Drive offers the intangible value of creating awareness, building brand and building response intent. These can provide a “halo effect” that drives the high response in Midday.

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<b>DAYPART</b>	<b>USER SESSIONS - VPA - VISITS PER AIRING™</b>
Midday (10am-3pm)	3.2
Afternoon (3pm-7pm)	2.2
Morning Drivetime (6am-10am)	1.9
Evening (7pm-12am)	1.5
Overnight (12am-6am)	0.5



# BEST DURATION: 60 SECONDS

No surprise in this category, where added time affords the opportunity to tell a compelling story and inspire listener action.

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## 60 SECOND CREATIVE ATTRIBUTION

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**6%**

### AVERAGE USER SESSION LIFT

The percentage of User Sessions influenced by the ad spots.

### USER SESSIONS

**4.0**

VPA - Visits per Airing™  
The average number of User Sessions started per ad spot.



# RADIO VISITS ARE QUALITY VISITS

All the indicators show that radio visitors are quality visitors.

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## MOBILE

**56.38%**

Ratio of Mobile Users

## SESSION DURATION

**2 min 20 sec**

Avg Session Duration (mm:ss)

## PAGES PER SESSION

**2.21**

Avg Pages Visited per Session

## BOUNCE RATE

**34.46%**

Avg Bounce Rate

- Mobile visits are a great reminder that radio audiences can easily respond anywhere and everywhere.
- Good session duration and pages per session indicate serious interest and response.
- Lower bounce rate indicates fewer people visiting just one page before leaving the site.

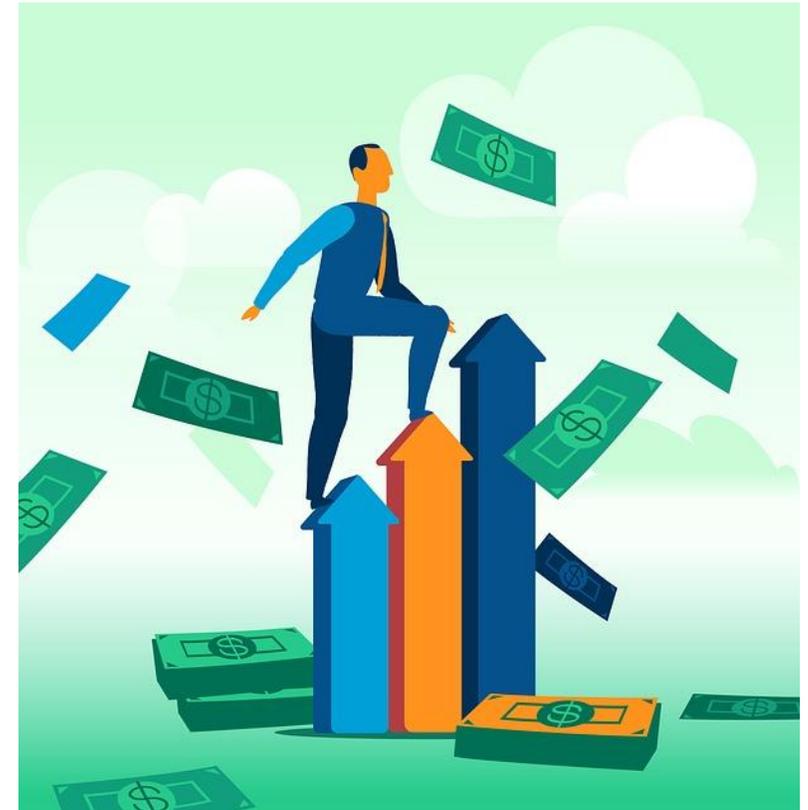


# RESPONSE DATA FOR THE WIN!

Use these insights to craft a winning campaign.

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- Response ratings data is the strongest data there is. It doesn't describe audience size or audience characteristics; it measures audience **ACTIONS**, which is what advertisers care about most.
- Response ratings enable radio to be just as measurable as digital.
- The insights shared here can be used to optimize any campaign to even better response.





**THANK YOU**

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