

# RADIO case study

## Home Improvement Lawn & Garden Campaign

### Goal

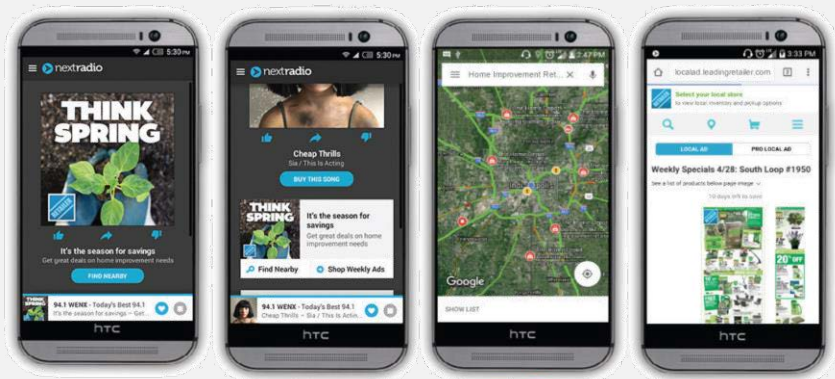
- Partnership with NextRadio to measure over-the-air campaign performance and provide the advertiser with robust insights.

### Opportunity

- Quantify the relationship between engagement with the NextRadio listener campaign and in-store visits.

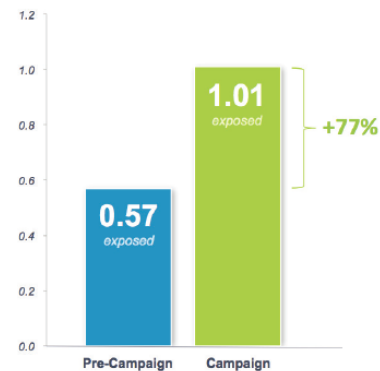
### Solution

- A 4-week pilot campaign presented NextRadio app users interactive companion ads and content cards on their smartphones – allowing FM radio listening and/or viewing of the home improvement advertiser's Spring Lawn and Garden campaign/promotion.
- Campaign ran on 197 stations across 66 markets, covering 38 states.



### Results

Exposure to the chain's campaign resulted in a **77%** increase in average in-store visits.



- 2.4% of NextRadio users exposed to the commercials made an in-store visit.
  - 83% of those in-store visits had not visited the store in the past 4-weeks.
- 1.3% click conversion rate - those that clicked companion or content cards to "find nearby". (Note: average CTRs for a digital campaign is .06% and .02% for a mobile campaign\*)
- 62% of the overall NextRadio listening audience were exposed to the campaign
  - 86% of in-store customers visited only this home improvement advertiser during the campaign time frame.
  - NextRadio app listeners skewed slightly higher female at 53%.
  - Ethnicity breakout: Caucasian 52%, African American 32%, Hispanic 32%, Asian 5%.
  - Strong viewing/click conversions on Rock, Top 40, Classic Rock and Hip Hop radio formats.
  - Most listening and viewing occurred on Thursday and Friday, with most activity during AM drive and mid-day.

Sources: NextRadio; DoubleClick and The Direct Marketing Association, 2016