

# RADIO case study

## Radio Drives Results for a Utility Company

### Background

- The Katz Radio Group partnered with an energy focused utility company to build a campaign to meet its objectives.
- It was critically important to both Katz and the client to ensure there were specific metrics associated with the campaign to track effectiveness and provide attributable results back to radio.

### Objectives

- Track online engagement and search trends as a result of radio advertising.
- Measure performance of creative executions.
- Reveal media planning insights to optimize campaigns.

### Strategy:

- Katz Radio Group partnered with AnalyticOwl to collect radio effectiveness and attribution data for the utility company's radio campaign.
- The study was designed to measure the benefit of including radio in the media mix and the roles creative and radio personalities play in campaign effectiveness and optimization.



AnalyticOwl



### Solution

- AnalyticOwl tracked and quantified the incremental number of consumers who visited the advertiser's website within an 8 minute attribution window of the radio commercial airing.
- Post log radio data was matched to Google analytics for the advertiser's website.
- From this data, Katz and AnalyticOwl were able to extract insights about creative and the media schedule.

### Results

- Radio drove an additional 71,768 new users to the brand's website during the 6-week radio campaign with 18% of the total web traffic attributable to radio.
- The radio campaign drove a 13% increase in new user web traffic compared to the month prior, when the brand was active in television, but not radio.
- The radio campaign averaged 30 new users per spot airing:
  - Spanish language creative performed on par with the campaign average.
  - DJ endorsement spots performed 21% better than the campaign average.
- Spots airing in morning drive led to the largest increase in traffic.
  - Spots airing in Midday topped the number of new users per spot.
  - Evening provided strong delivery of new users per spot airing.

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