

# RADIO case study

## Automotive Dealership

### Background

- A local automotive dealer was not a believer in radio advertising and had not been on air with radio for more than 20 years.
- After several conversations about the power of radio and its ability to quantitatively track response and provide insight into messaging effectiveness, the advertiser decided to move forward with a Baltimore test.

### Objectives

- Drive website traffic among those exposed to the radio campaign.
- Generate a strong ROI for the radio campaign.

### Strategy

- Leverage AnalyticOwl's tracking and attribution model to help optimize impact of messaging, improve ROI (website traffic) and determine what aspects of the creative executions motivate consumers to take action.

AnalyticOwl



### Solution

- AnalyticOwl (AO) tracked the difference between two pieces of creative with the same messaging.
  - One spot was recorded with a female voice, and the other a male voice.
- AO's proprietary platform matches time-stamped post log radio data to corresponding spikes in the advertiser's website traffic to identify lifts in web traffic.



### Results

- The female version of the spot resonated 30+% more with the market compared to the male version.
- The campaign resulted in an 18%+ lift in traffic to the auto dealer's website directly attributed to the broadcast radio campaign.
- Insights proved that when radio weight was reduced, the website traffic reduced as well.
- Auto dealer is now an ongoing radio advertiser.