

“WE GIVE A POOP ABOUT YOUR PIPES” DRIVES RESULTS

Radio increased digital traffic 100%+ and doubled sales.

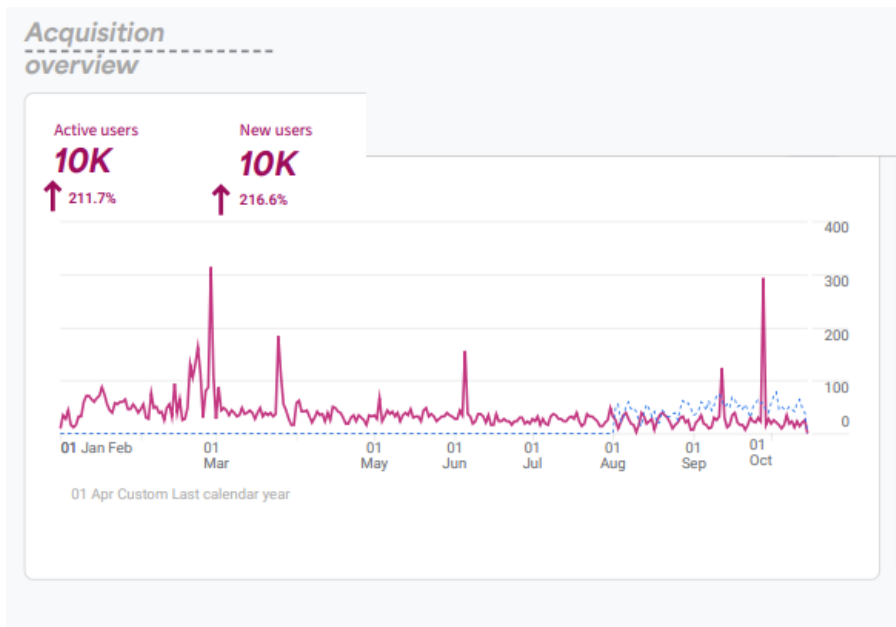
Purpose:

Measure the impact of a local radio campaign designed to generate new customer leads for a plumbing company.

Key Findings:

“We Give a Poop About Your Pipes” branding, created for radio, drives awareness.

Radio drove 10K new users to the brand, a lift of 216.6%



Key Takeaways:

- Since testing radio with one sports station, they have expanded their campaign across the market and business has more than doubled.
- “We Give a Poop About Your Pipes” branding, created for radio and running contextually based on station format, drives awareness and results.
- Radio drove a massive lift in digital traffic during the first 9 months of the campaign, +216.6%¹
- 10K new users were directed to the brand, directly attributed to the radio campaign.