

RADIO REVS UP AUTO AFTERMARKET

Intent to shop & purchase soars.

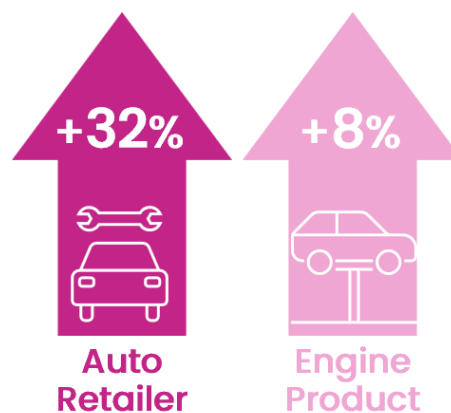
Purpose:

Determine how radio impacts KPIs for a car parts retailer and an automotive engine product.

Key Finding:

Auto parts retailer enjoyed a 32% lift in intent-to-shop and the engine product achieved an 8% increase in intent-to-purchase as a result of the campaigns.

**INCREASE IN INTENT TO SHOP & PURCHASE AMONG CONSUMERS WHO
HEARD THE RADIO CAMPAIGN - AVERAGE +20%**

**Key Takeaways:**

- Purchase intent increased an average of +20% among those who heard the campaigns.
 - Car Parts Retailer saw a +32% increase in intent to shop at the retailer.
 - Engine Product saw an +8% increase in intent to purchase the product.
- Consumers were responsive to the radio ads and likely to take action after hearing the ad.
 - 60% felt radio advertising could encourage them to buy auto products or shop at an auto parts retailer.
- Consumers were receptive to radio ads for auto aftermarket brands.
 - 81% of listeners believe it is smart for auto aftermarket brands to use radio advertising to inform consumers.

Source: Katz Analytics Auto Aftermarket Brand Lift Q3 2024