

# RADIO WORKS FOR HIGHER EDUCATION

University benefits from online engagement lifts directly attributed to radio.

Radio drives digital engagement.

**university academics**

# Background and purpose

- A university promoted one of their academic programs using AM/FM radio with a goal toward increasing online engagement.
- Five-month AM/FM radio campaign included a mix of :30 and :15 commercials running on several stations in a key market.
- Attribution measurement was deployed to provide proof of performance:
  - Katz Analytics, powered by LeadsRx, provided campaign measurement, matching radio log times to the university's web data to track radio's impact on web engagement in the market.

# Radio drives measurable results

The university's website experienced **+7%** higher daily web sessions during radio's on-air days compared to off-air days.

University achieved a **significant, measurable boost in online activity** during the weeks that radio ads were running as compared to a five-week hiatus.



**THIS!**  
IS RADIO

**RAB**

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