

RADIO WORKS FOR HIGHER EDUCATION

Radio drives significant lift in web traffic for academic program.

Purpose:

Track online engagement for a university's specific academic program promoted on multiple stations for a five-month period.

Key Finding:

+22.3% lift in web traffic attributed to the radio campaign with the university experiencing +7% higher daily web sessions on the days the message was on-air.



Key Takeaways:

- Radio drove a +22.3% lift in web traffic in the advertised market.
- The university's website experienced +7% higher daily web sessions during radio's on-air days compared to off-air days, which included a six-week hiatus, signifying a measurable boost in online activity during the weeks that radio ads were running.
- All pieces of radio creative contributed to the web traffic, with :15s and :30s contributing an equal share of attributed web sessions.

Source: Katz Analytics, powered by LeadsRx, 2024.