

# RADIO KNOCKS IT OUT OF THE PARK FOR A HOME IMPROVEMENT COMPANY

Contextual radio play-by-play partnership drives engagement.

Radio drives fan engagement.

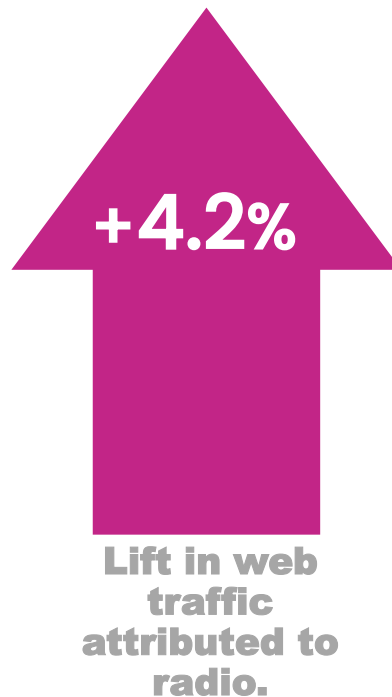
**home improvement**

# Background and purpose

- A home improvement company was looking to increase brand engagement among homeowners in the Midwest.
  - The market is home to an active and robust MLB fanbase.
- Season-long AM/FM radio campaign ran during games on the team's flagship station and affiliate network with messaging including:
  - :30 brand spots.
  - Contextual play-by-play spots consisting of announcer-voiced :30s and MLB game feature spots.
- Attribution measurement was deployed to provide proof of performance:
  - Katz Analytics, powered by LeadsRx, provided campaign measurement to track radio's impact on consumers' online engagement.

# Radio knocks it **out of the park**

- Campaign drove over **17,000** web sessions to the home improvement company website.
- Average of **9 visits per spot** airing.
- **89%** of traffic was attributed to **contextual play-by-play** spots and mentions.



**THIS!**  
IS RADIO

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