

# RADIO PLAY-BY-PLAY: TAPPING FANDOM TO DRIVE RESULTS

Radio partnership drives contextual engagement for a home improvement company.

## Purpose:

Measure radio's impact on engagement and directly attribute the home improvement company's lift in website traffic back to the medium.

## Key Finding:

Radio showed a +4.2% lift in web traffic with 89% of visits attributed to contextual play-by-play integrations.

## 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.



## Key Takeaways:

- The radio campaign drove over 17,000 web sessions to the Home Improvement Company's site, resulting in a +4.2% lift in web traffic attributed to radio.
- All spots contributed to the lift, delivering an average of nine visits per radio spot airing.
- MLB feature spots and announcer-voiced :30 spots were enmeshed in the action and proved to be heavy hitters, driving 89% of all radio-attributed web visits during the season.
  - MLB feature spots, the :05 pre-game, in-game, and post-game features, drove over 8,400 visits.
  - Announcer-voiced :30s delivered 6,675 visits.