

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

Radio partnership drives contextual engagement for a home improvement company.

Purpose:

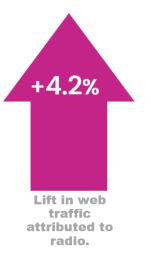
Measure radio's impact on engagement and directly attribute the home improvement company's lift in website traffic back to the medium.

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.