

RADIO POWERS HOLIDAY SHOPPING

E-commerce site traffic attributed back to radio.

Radio drives holiday website traffic.

E-commerce

Background and purpose

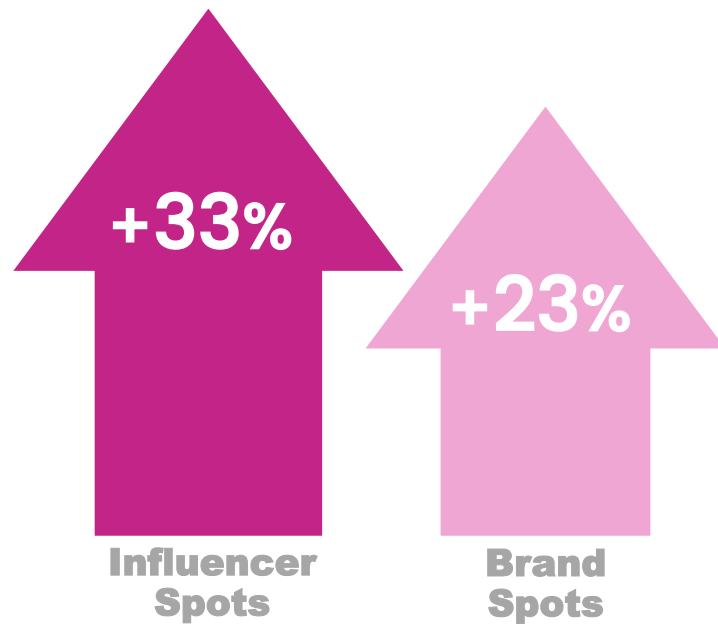
- A 6-week holiday focused; AM/FM radio campaign ran in two large markets.
 - Top 10 market leveraged local radio personality endorsements.
 - Top 5 market utilized a mix of pre-recorded brand creative.
- Attribution measurement was deployed to provide proof of performance:
 - Katz Analytics, powered by LeadsRx, provided campaign measurement, matching radio log times to the e-commerce company's web data to track radio's impact on web engagement in the active markets.
 - Analysis revealed the impact of brand and influencer creative.

Radio drives **web traffic**

+27%

lift in web traffic to the e-commerce site.

Directly attributed to radio for the total campaign.



THIS!
IS RADIO

RAB

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