

# RADIO POWERS HOLIDAY SHOPPING FOR E-COMMERCE

Radio tallies up sales for online retailers.

**Purpose:**

Measure radio's impact on web engagement and directly attribute traffic back to the medium.

**Key Finding:**

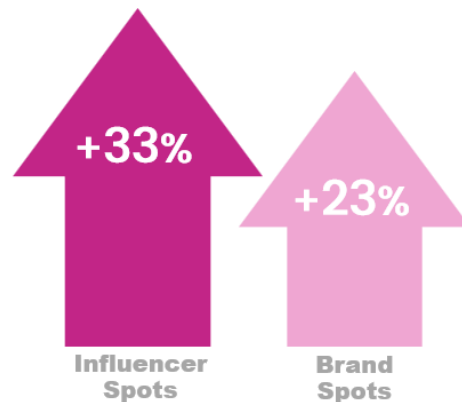
Radio drove a +27% lift in web traffic across the advertised markets.

## Radio drives web traffic

**+27%**

lift in web traffic to the  
e-commerce site.

Directly attributed to  
radio for the total  
campaign.



**Key Takeaways:**

- A six-week holiday-focused AM/FM radio campaign ran across two large markets - one that leveraged local radio personality endorsements and another utilizing brand creative.
- The on-air influencers drove significant local web traffic response, leading to an above average lift of +33% from the endorsements.
- The brand spots delivered a +23% lift in incremental web traffic.
- Overall, the campaign achieved an average lift in web traffic to the ecommerce site of 27%, directly attributed to radio.

Source: Katz Analytics, powered by LeadsRx, 2024.