

# RADIO DRIVES 20% LIFT IN FINANCIAL BRAND METRICS

Brand consideration leads to sales

**Purpose:**

Measure radio's impact on consideration to open bank accounts for two financial institutions.

**Key Finding:**

Radio drives critically important mid-funnel metrics for financial institutions, boosting brand consideration at an average of 20%.

## INCREASE IN CONSIDERATION TO OPEN AN ACCOUNT



**Key Takeaways:**

- Interest in opening a bank account increased by an average +20% among those who heard the campaigns.
- More than 6 in 10 consumers say banking ads on radio could encourage them to learn more about the banks and about opening an account in the future.
- 84% of listeners believe it is smart for financial companies to use radio advertising to make people aware of their offerings.

Source: Katz Radio Group Banking Study, Q4 2023. Analysis based on 900 adults.