

RADIO ACROSS FORMS HAS A DIRECT IMPACT ON SALES

Audio makes TV, paid search, Out of Home and Video all work significantly better.

Radio amplifies **other media performance**

	Adding Radio to <u>Digital</u> Media will Boost Performance by...		Adding Radio to <u>Television</u> will Boost Performance by...
AUTOMOTIVE (7 Major Automakers)	2%	2.3%	6.2%
RETAIL (32 Brands, Big Box, Department, Specialized)	5%	2%	5%
TELCO (6 Carriers)	4.4%	4.1%	6.2%

Media plans analyzed represent approximately \$200 billion.

Project **scope**

A META-ANALYSIS ON AUDIO PERFORMANCE

BUSINESS QUESTIONS

- How has Audio historically performed relative to other media?
- How has Audio's performance changed over time?
- What is Audio's optimal allocation and how would it impact performance?
- What is the synergistic impact of Audio with other paid media channels?
- How much of Audio's performance occurs in the short-term versus the long-term?
- What is the impact window of Audio media?

NUMBER OF BRANDS

- 50+

NUMBER OF MEDIA TOUCHPOINTS

- Up to 14

INDUSTRY VERTICALS

- Auto (7 Major Automakers)
- Retail (32 Brands, including Big Box Stores, Department Stores, and Specialized Retailers)
- Entertainment (6 Brands, including Major Production Houses, Broadcast/Streaming Companies, and Gaming Producers)
- Telco (6 Carriers)

LOOKBACK PERIOD

- 3+ years

2022 MARKETING INVESTMENT

- \$15+ Billion

National advertisers left \$6B on the table

Neustar's review of past three years' media investments across *Fortune* 100 companies reveals that national advertisers remain significantly underinvested in Audio. Plans are far from optimal. And not investing in audio the right way has revenue consequences.

We estimate that, just in 2022, national advertisers left \$6 billion worth sales on the table by not including a balanced mix of traditional broadcast radio and digital audio in their media mix.

Here's how audio can power up the media mix:

National brands are underinvested in audio

There are significant investment gaps across industries, pointing to missed revenue opportunities

Total Audio yields sales

Both OTA and digital audio investments drive incremental sales and need to be included and optimized in mixed media plans

Audio boosts plans

Audio makes a direct and significant contribution to the media mix. It also lends synergistic impact to TV, search, among others

Audio makes delivers fast and makes a lasting impression.

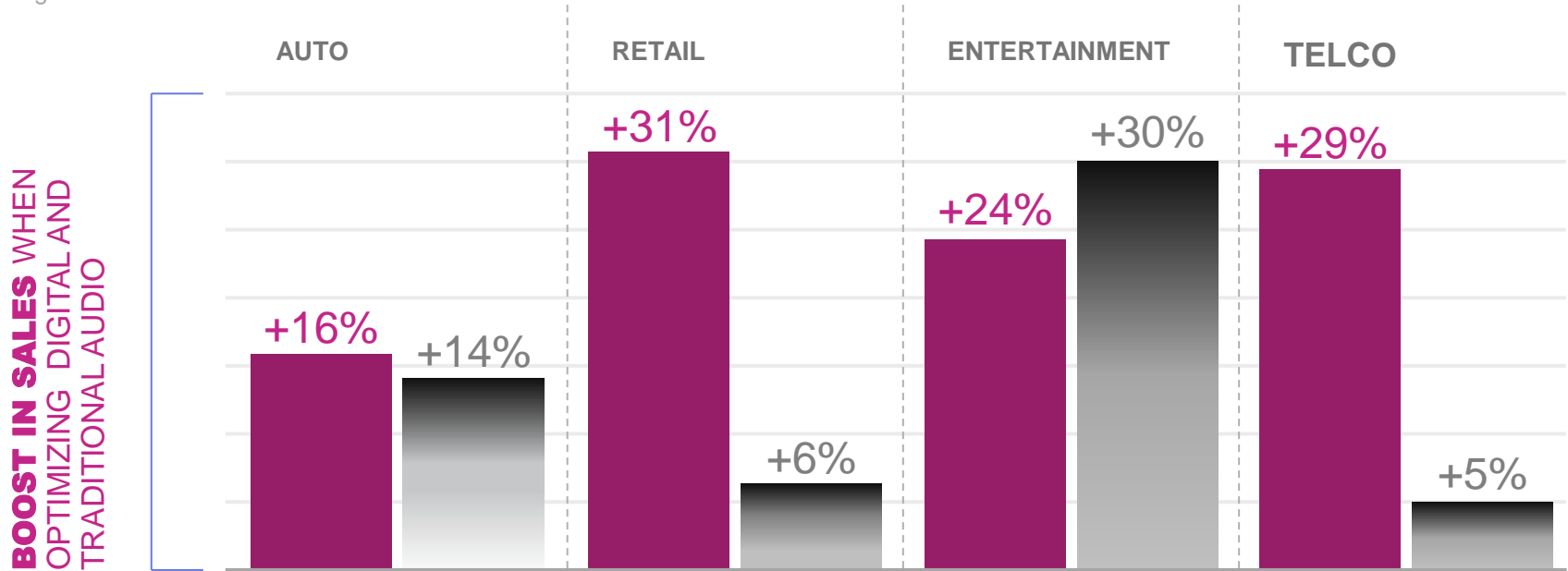
Audio peaks in 1 week. And its impact lasts up to 28 weeks

Key findings **audio drives sales & boosts plans**



Total Audio catapults sales

Increase allocation across OTA and digital to reach sales. Marketing driven incremental sales: impact of optimal mix on scaled media contribution % goals.



BASELINE

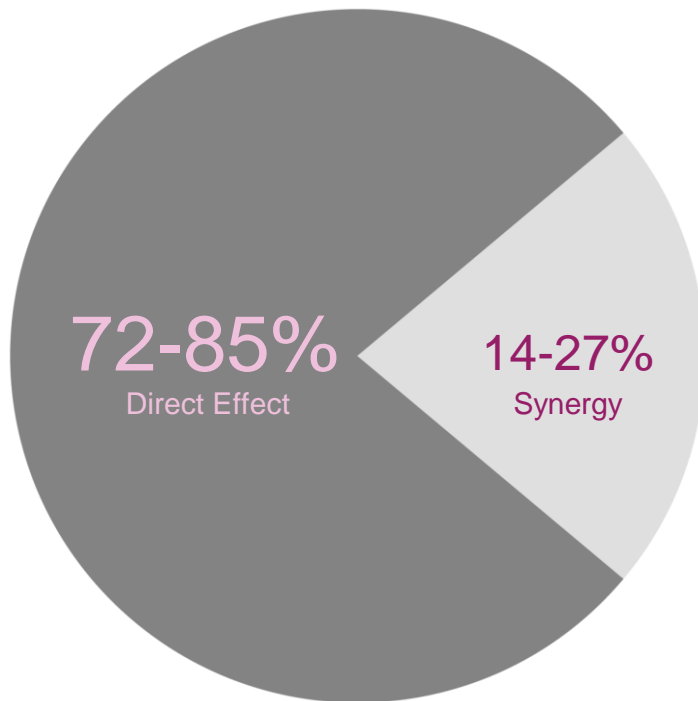
HOW TO READ - Retail brands can increase sales attributable to digital audio by +31% – if they optimize media mix plans on audio.

DIGITAL **TRADITIONAL**

Audio powers up the media mix

Every dollar invested in audio has significant direct impact on sales.

It also works synergistically with other media – making TV, paid search, OOH and video work better.



SYNERGY BREAKDOWN (Synergy ratios are drawn to scale)

AUTO



RETAIL



ENTERTAINMENT



TELCO



Audio works **fast**

TELCO / AUTO / RETAIL / ENTERTAINMENT PEAKS OVER 14 DAY PERIOD

TELECOM
0.7 WEEKS

AUTO • RETAIL • ENTERTAINMENT
1 WEEK

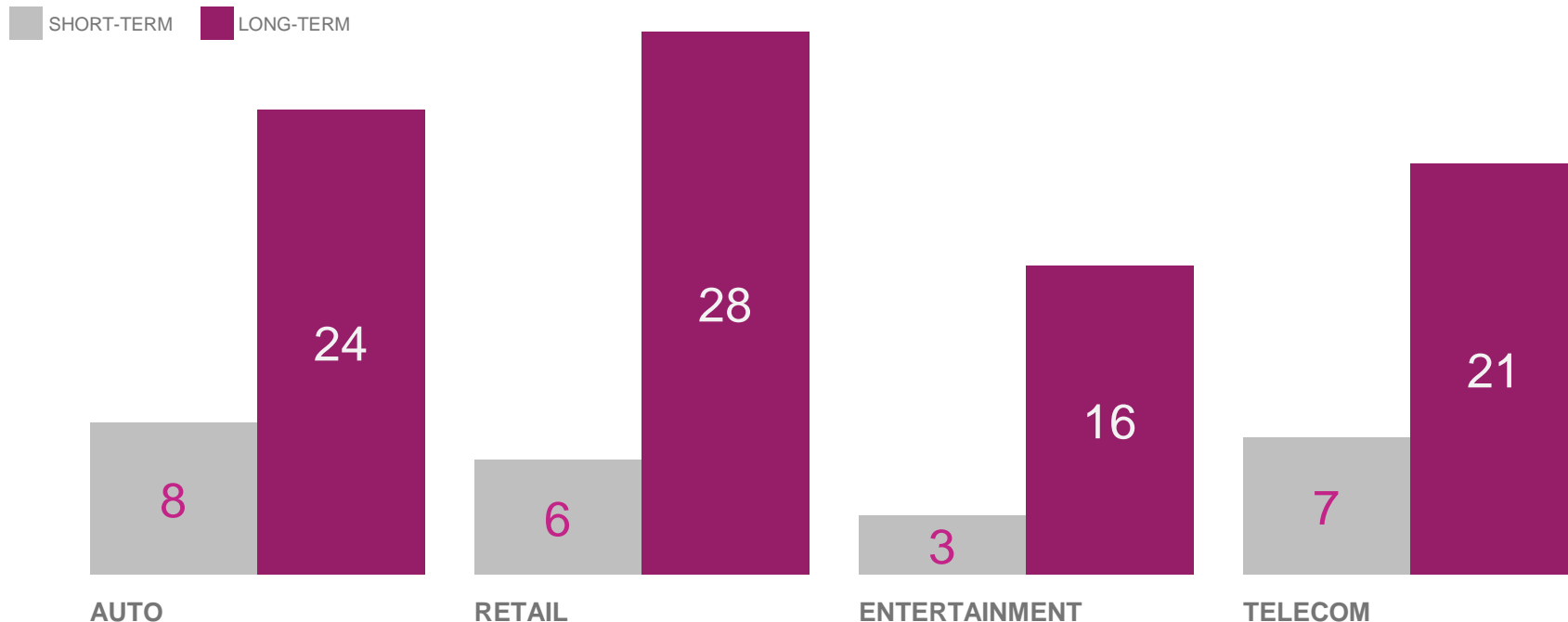


DAY 1

DAY 14

Audio has long lasting effects

LONG-TERM IMPACT: AVERAGE TIME TO IMPACT (WEEKS)



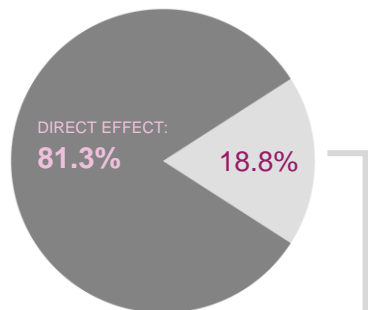
Appendix **audio's synergistic effect**

THIS!
IS RADIO

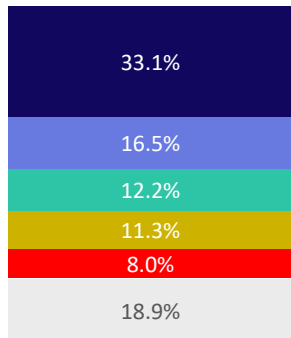
Audio drives sales and boosts plans

AUDIO HAS SIGNIFICANT DIRECT IMPACT ON SALES. IT ALSO WORKS SYNERGISTICALLY WITH OTHER MEDIA – MAKING TV, PAID SEARCH AND VIDEO WORK BETTER.

AUTO



SYNERGY GIVEN:



TV



PRINT



ONLINE VIDEO



ONLINE DISPLAY



PAID SOCIAL

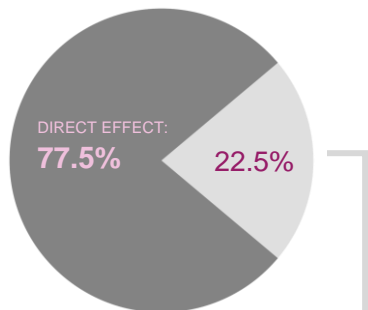


PAID SEARCH

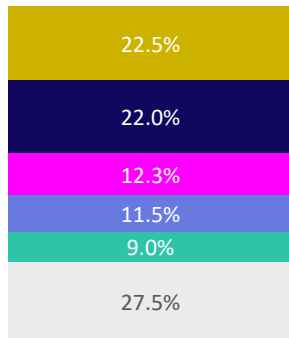


ALL OTHER MEDIA

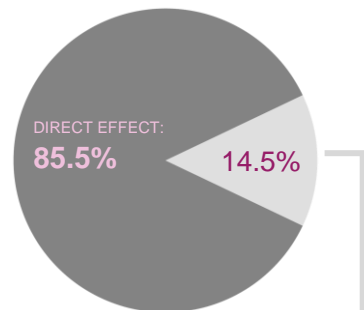
RETAIL



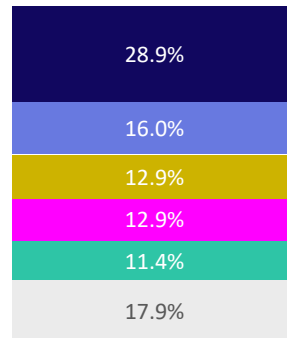
SYNERGY GIVEN:



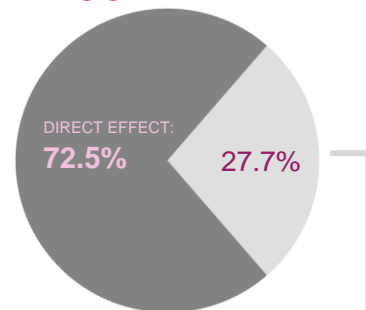
ENTERTAINMENT



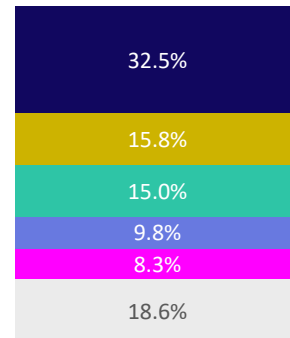
SYNERGY GIVEN:



TELCO



SYNERGY GIVEN:



Retailer sees strong **purchase conversions**

An online retailer sought to reach parents and drive increased online subscriptions.

Background

Broadcaster crafted a custom in-app audio campaign in key markets over the course of a one-month flight. This campaign encouraged listeners to go online and subscribe.

Subscription Purchase Conversion:

Leveraging an identity graph representing over 95 million households across multiple environments, this measurement methodology determines lift by comparing online purchases of listeners who were exposed to the advertising to a control group that did not hear the ads.

Broadcaster Digital Sales Attribution Model

Measuring lift by comparing online purchases of listeners who were exposed to the advertising, to online sales of a control group.

+44%

LIFT IN WEBSITE VISITATION

+47%

LIFT IN ONLINE SUBSCRIPTION
ORDERS

Return on Ad Spend: This campaign delivered \$2.20 ROAS - for every dollar spent on Audacy advertising, the client received \$2.20 in incremental order revenue

THIS!
IS RADIO

RAB

rab.com