

# AUDIO DRIVES SIGNIFICANT RETURN ON AD SPEND

Radio's synergistic effect drives sales

## Purpose:

Assess the impact that over-the-air (OTA) and digital audio have on media mix performance.

## Key Findings:

A 1.2% shift of media investment to audio would surge brands' return on audio ad spend by as much as 23%.

## Radio amplifies other media performance

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

Media plans analyzed represent approximately \$200 billion.

## Key Takeaways:

- Audio adds tremendous momentum to media campaigns. And a slight shift of dollars to optimize audio brings significant returns on investment.
- Audio lends synergistic impacts to other media channels, such as TV, paid search, online video, and out-of-home, among others. Across categories, every dollar invested in Audio has a 74% to 83% direct impact on incremental sales.
- Best testing AM/FM radio ads outperform nearly half of all TV ads
- An overview of performance across auto, retail and telecom industries show that audio impact peaks within the first week of activation. With the right measurement plans and tools in place, audio enables marketers to show progress against their goals – in the time they need.

Source: Audacy Meta Analysis, Relative Performance of Audio Media in the Auto, Retail, Entertainment, and Telco industries, Neustar, July 2023; Boosted performance is based on the audio's impact on other media based on the total synergistic contribution to sales.