



Turning Insights into Ad Revenue

Leveraging Research to Drive Ad Sales & ROI

February 26, 2025



About Provoke Insights

Innovative Research. Strategic Branding. Proven Results.

Transforming Insights into Brand Success



BRANDING & POSITIONING

Branding • Brand Differentiation • Positioning • Brand Tracking • Segmentation • Personas • Brand Equity • Brand Ideation



AD TESTING & EFFECTIVENESS

Ad Pre-Testing • Ad Tracking • Media Testing • Channel Optimization • Message Testing • Brand Lift



THOUGHT LEADERSHIP & CONTENT MARKETING

Research for Press • Social Media • Blogs • Sales Collateral • Videos • Emails • SEO • Landing Pages

OUR SPECIALITIES





Only **4%** of Total Media Ad Spend is
Expected to be Allocated to US Radio +
Digital Audio Services in 2025.

Spend is expected to be up 1.53% from 2024.

eMarketer, Total Media Spend 2024-2028

But We Know Radio Moves the Needle...

44% of Americans listen to radio weekly

50% of Listeners believe brands can build genuine connections with their customers on Radio

48% of Radio Listeners trust radio on-air personality when it comes to product recommendations

Why Research Works in Radio Advertising

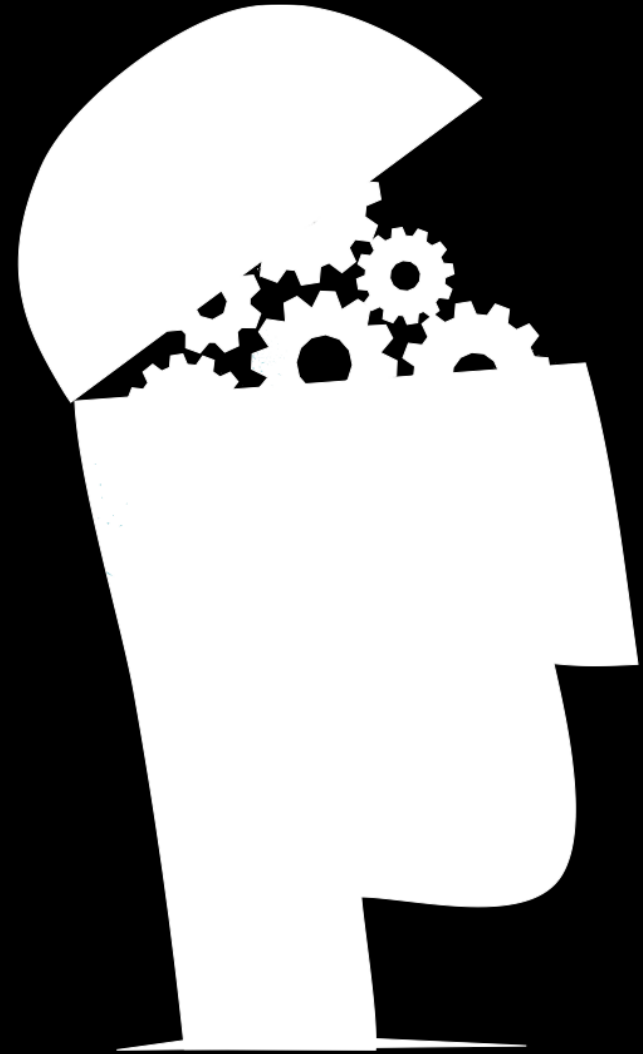
Advertisers Want to Know Who They are Reaching

Brands are investing in media where they can **precisely target their ideal customers.**

Provide **proof** that your station reaches their core audience.

Content Marketing Research

Position Your Radio Station as a
Thought Leader



One Study Many Uses: Case Study



Email/Newsletter



Articles



eBooks



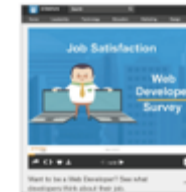
Social Media



Blog Entries



Dashboard



SlideShare



Infographic



Microsites

Local News is a Trusted Co-pilot in Travel Planning

Viewers rely on local news stations to educate them about:

 **59%**

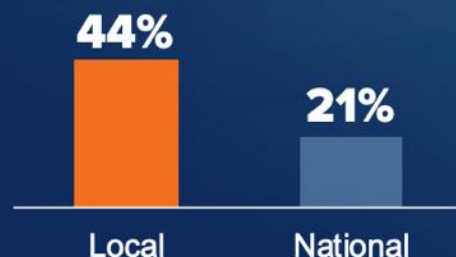
Nearby Tourist Activities

 **44%**

Latest Travel Trends

Viewers are also **more likely to trust travel recommendations from local news over national news.**

According to a 2022 study by Gallup and Knight Foundation on trust in media, high emotional **trust in local news organizations was double** that of national news counterparts.



HALO EFFECT

Trust extends to brands who advertise within local news content, and local news viewers are more likely to take notice of those brands.

Media/News Consumption

MILLENNIALS ///

LOCAL NEWS

43%

Trust local news station

41%

Believe stations care about the local community

37%

Watch local news

31%

Are more likely to notice brands advertised during local news

NEWS INTERACTION



63%
Social media



57%
TV



51%
Online news

SPORTS



64%
Watch live sports on TV



17%
Listen to podcasts to connect with their favorite sports teams

Buying/Shopping Habits

SHOPPING & BRANDS

48% Purchase from brands that offer the best deals

46% Stick with familiar brands

44% Switch brands when trust in them is lost

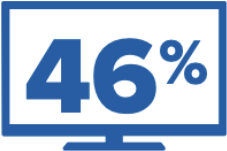
TOP SPENDING CATEGORIES

56% Apparel

55% Alcohol

40% Beauty supplies

And with so many different platforms available on which to view ads, which ones are most resonant with auto-intenders?

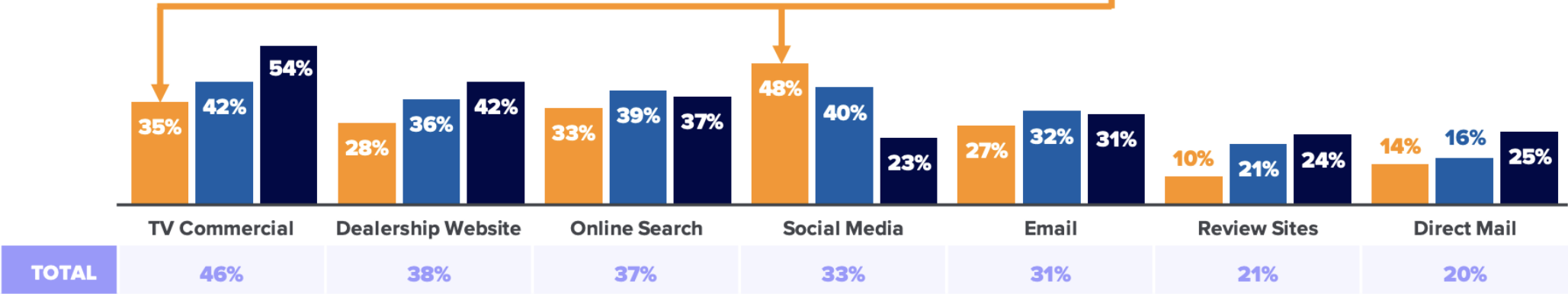


of all car buyers are receptive to dealerships' ads via **television commercials**, making it the most preferred ad medium.

However, the Gen Z car-buying audience (A18-24) breaks the mold and prefers dealership ads on **social media (48%)** over **TV (35%)**.



Top 7 Dealership Ad Channels



Other Dealership Ad Channels

	Online Video Ads	Print Media	Radio/Satellite Radio	Out of Home	Streaming Music	Podcast
TOTAL	19%	19%	19%	16%	15%	9%
A18-24	24%	14%	11%	7%	21%	7%
A25-44	22%	15%	20%	17%	17%	11%
A45-65	15%	25%	20%	16%	11%	8%

MOST INFLUENTIAL RESOURCE DURING THE BUYING PROCESS



38%

Visiting Local
Dealership



16%

Family/Friend
Recommendation



12%

Online Car Information
Resource



11%

Local Dealership's
Website

There's no shortage of resources for today's car buyers when it comes to the evaluation phase of the consumer journey – but we found that **nothing beats visiting the local dealership in person** when it comes to making that all-important purchase decision.

The ROI is Proven

Customers Invest Where there is Proof

28x

Generate revenue back from the investment of a single study

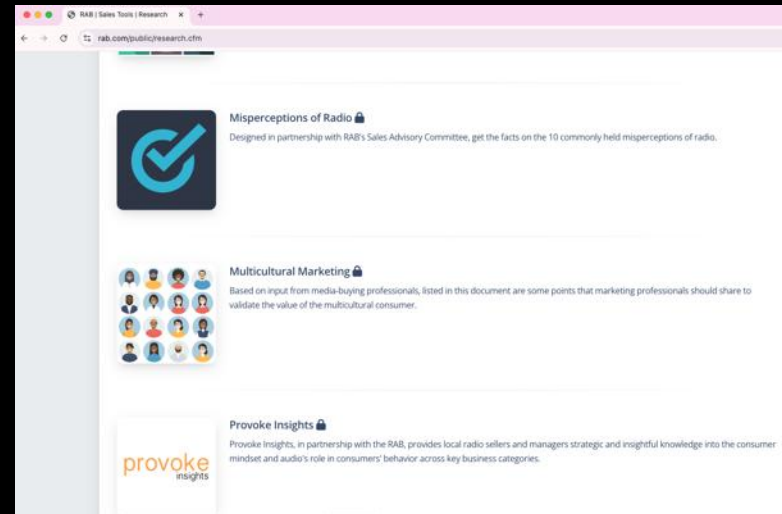
Dashboard used on tablets, landing pages, white papers, sales collateral, SEO, and used at conferences.

Provoke Insights & RAB Partnership

Exclusive Access to Provoke Insights' Consumer & Radio Usage Research Across Key Industries

RAB.com → Sales tools → Provoke Insights

<https://www.rab.com/secure/provoke/index.cfm?from=research>



Since 2021: Provoke Insights Delivers Industry-Specific Consumer Behavior Decks for Radio

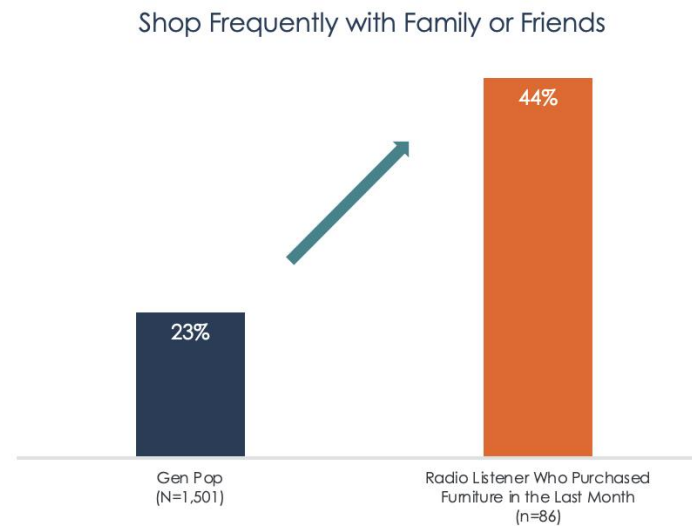


This year's decks are on furniture & grocery stores

Stations should partner with furniture retailers to create in-store friends & family events.

Shop with Family or Friends

Radio listeners who purchased furniture are twice as likely to shop with friends and family compared to gen pop consumers.



Q. How often do you shop together with friends or family?

Shopping Activities in the Last Month

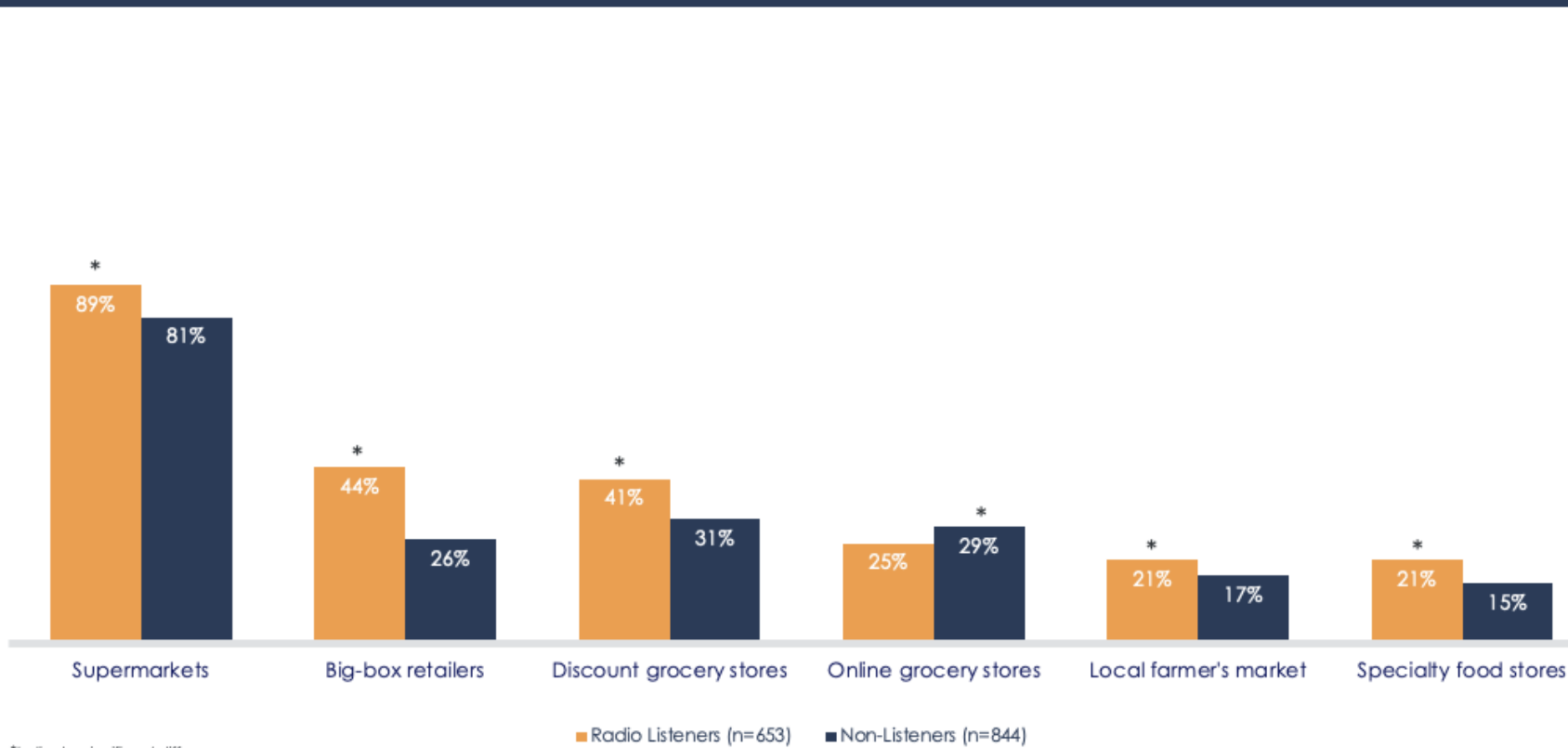
Radio listeners who purchased furniture are more involved in loyalty programs, branded events, and engage with brands via social media.

Run social media contests and create joint events at store locations to drive foot traffic.

	Gen Pop (N=1,501)	Radio Listeners Who Purchased Furniture in the Last Month (n=86)
Joined loyalty or membership program	28%	38%
Entered a sweepstake	24%	30%
Visited a social influencer's shopping page	20%	33%
Shared or commented on a branded social media campaign	18%	27%
Joined an online brand event	9%	21%
Attended an in-person brand event	8%	27%
Participated in a referral program	8%	15%
Acted as a social influencer	7%	12%

Where People are Shopping

Radio listeners shop for groceries at a variety of establishments including supermarkets, big box, discount, and specialty food stores.







Radio Listeners are shopping at different type of grocery stores. Host live broadcasts or events at various types of stores, offering both brand exposure and listener engagement.

Frequency of Purchasing Organic Produce

32% of grocery carts typically include at least half organic produce

Those whose groceries include at least half organic products are more likely to be...

M	48%	Millennials		42%	Democrat
	47%	Blacks	\$	41%	HHI \$150K+
	46%	Urban	H	41%	Hispanic
	44%	Parents	O	38%	Optimistic

Radio Listeners are buying organic groceries. Partner with organic brands for sponsored recipe ideas, meal prep tips, or even giveaways of organic products.

Bi-Annual Provoke Insights Trends Reports

[RESEARCH](#)[STRATEGY](#)[2024 CONSUMER TRENDS](#)[ABOUT US](#)[OUR THINKING](#)[GET IN TOUCH](#)

CONSUMER TRENDS

Fall 2024/Winter 2025 Trends

Provoke Insights continues to investigate Americans' purchasing behaviors. This ninth wave of research specifically explores the influence of shoppers' personal networks on buying decisions. Additionally, the research reveals intriguing insights into what's currently fueling optimism, the rising appeal of private-label shopping, growing concerns over counterfeit products, and brand authenticity through advertising. By evaluating these elements, Provoke Insights aims to understand key drivers behind consumer shopping behaviors.

Check out where your industry ranks in the ninth wave of our bi-annual trends research, which was conducted among 1,501 Americans between the ages of 21 and 65.

Fall 2024/Winter 2025 Trends Quick-to-Read Reports

Download industry-specific
reports

1. Alcohol
2. Apparel

Any of These Reports Can Be Converted to a Radio Specific Report

- | | | |
|----------------------|---------------------|---|
| 1.Alcohol | Economy | 12.Optimism, Shopping
& Personal Network |
| 2.Apparel | 7.Furniture | 13.Restaurant |
| 3.Beauty/Wellness | 8.Grocery | 14.Travel |
| 4.Children & Devices | 9.High Net-Worth | 15.Workplace Dynamics |
| 5.Dynamic Pricing | 10.Health & Fitness | |
| 6.Finance & The | 11.Hispanic Shopper | |

Set Your Clients Up for Success



Encourage Pre-Testing Concepts

If an Ad is Bad- the Channel Cannot be Effective.



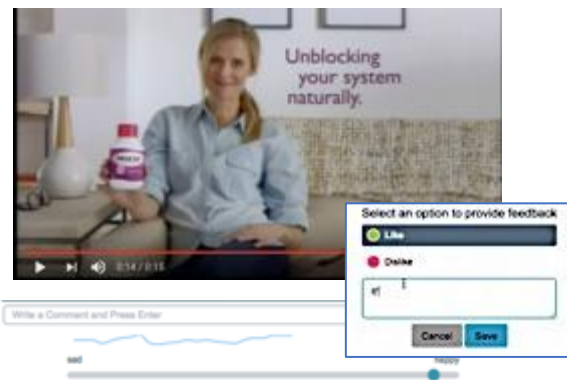
Creative Testing with Survey Research

Receive detailed commentary on what's working in your creative and what's not.

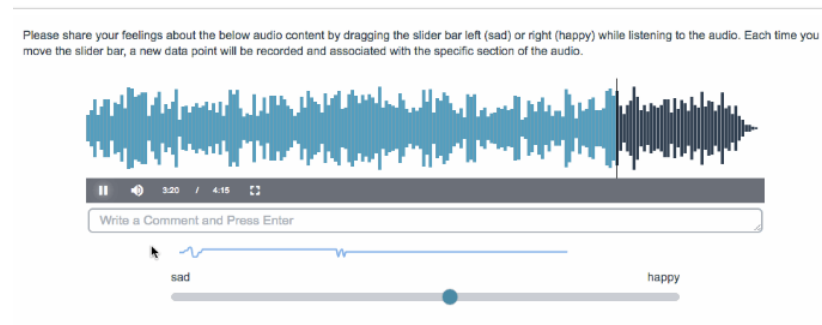
The respondent clicks on all aspects that they think are positive and negative. Each person can provide open-ended feedback.

Provoke Insights has norms to compare the success of your initiatives.

Video testing



Audio Testing



Concept statements

I try **to live my life** and not think about my arthritis. But every **time my pill or cream wears off**, I'm reminded of the pain.

Finally, a topical pain reliever that **lasts so long you may forget you have arthritis**.

With the **most nerve-blocking medicine of any pain reliever**, it stops the joints for 24 hours.



Optimizing Messaging with Max Diff

- A trade-off analysis technique that determines which attributes directly influence sales.
- Predicts each possible combination's response (there are 3.2 million possible combinations).
- Shows the exact amount an attribute leads to sales

Question Example

provoke insights

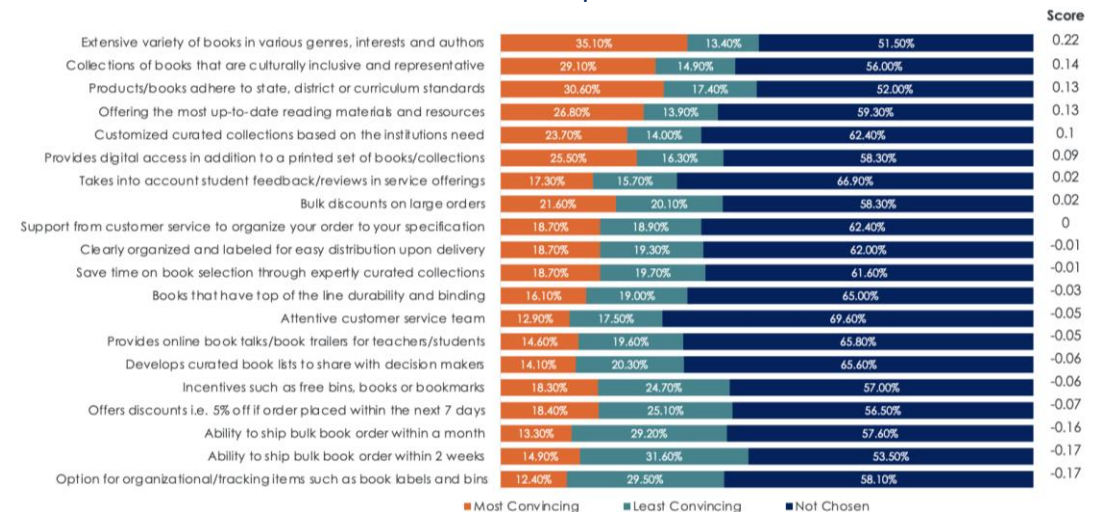
When thinking about your classroom libraries, what feature would most convince and least convince you to use a vendor? *

Most convincing		Least convincing
<input type="radio"/>	Ability to ship bulk book order within a month	<input type="radio"/>
<input type="radio"/>	Offering the most up-to-date reading materials and resources	<input type="radio"/>
<input type="radio"/>	Provides online book talks/book trailers for teachers/students	<input type="radio"/>
<input type="radio"/>	Save time on book selection through expertly curated collections	<input type="radio"/>
<input type="radio"/>	Ability to ship bulk book order within 2 weeks	<input type="radio"/>

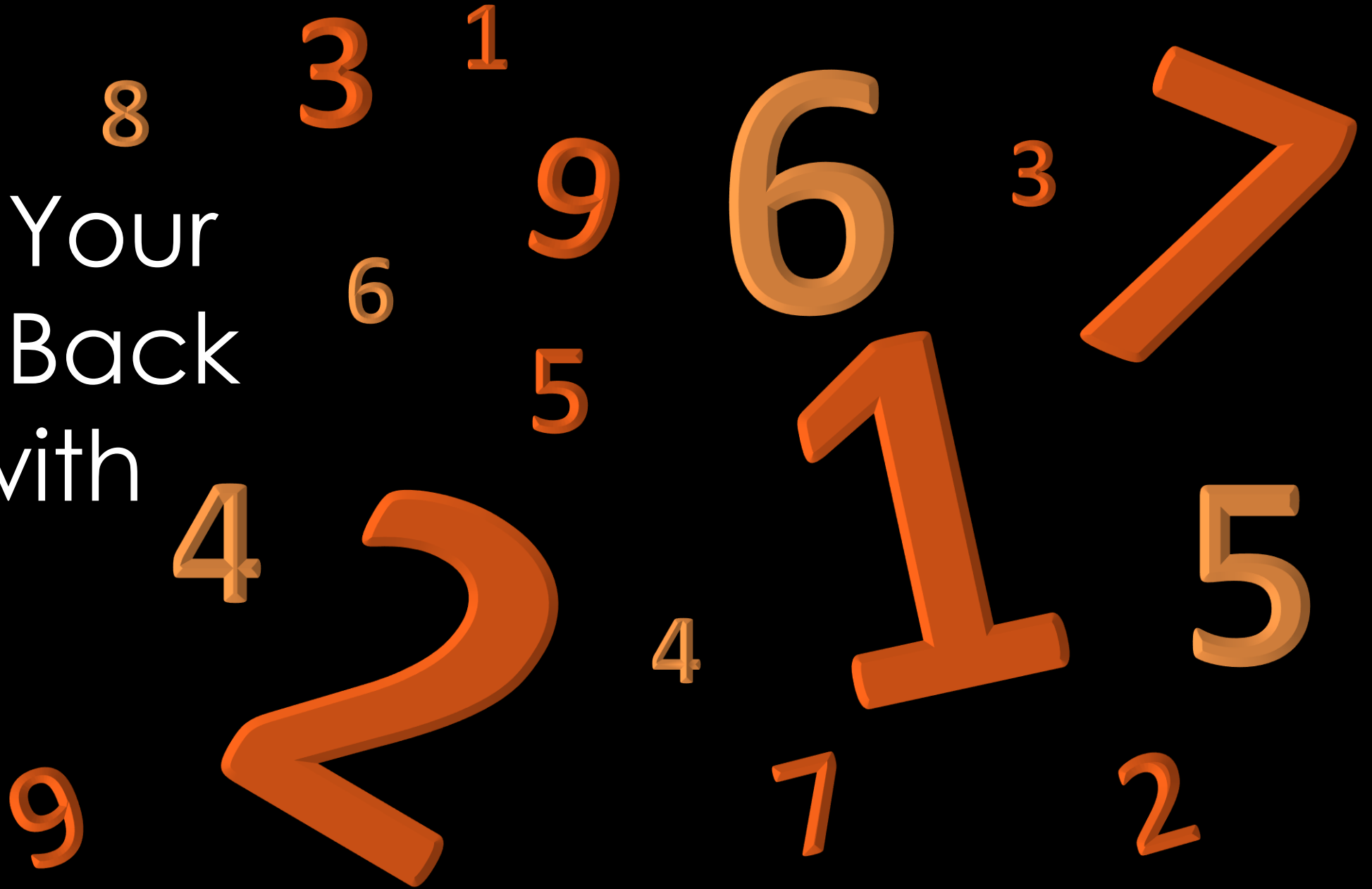
1 of 5 sets

Next

Results Example

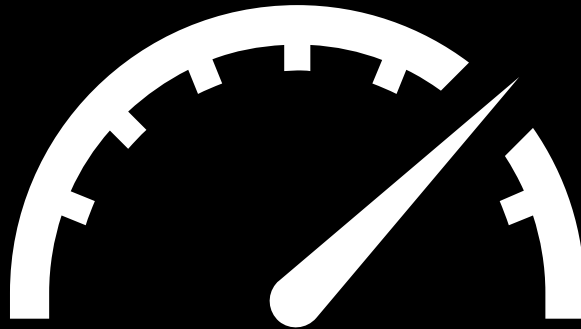


Prove Your
ROI & Back
It Up with
Data



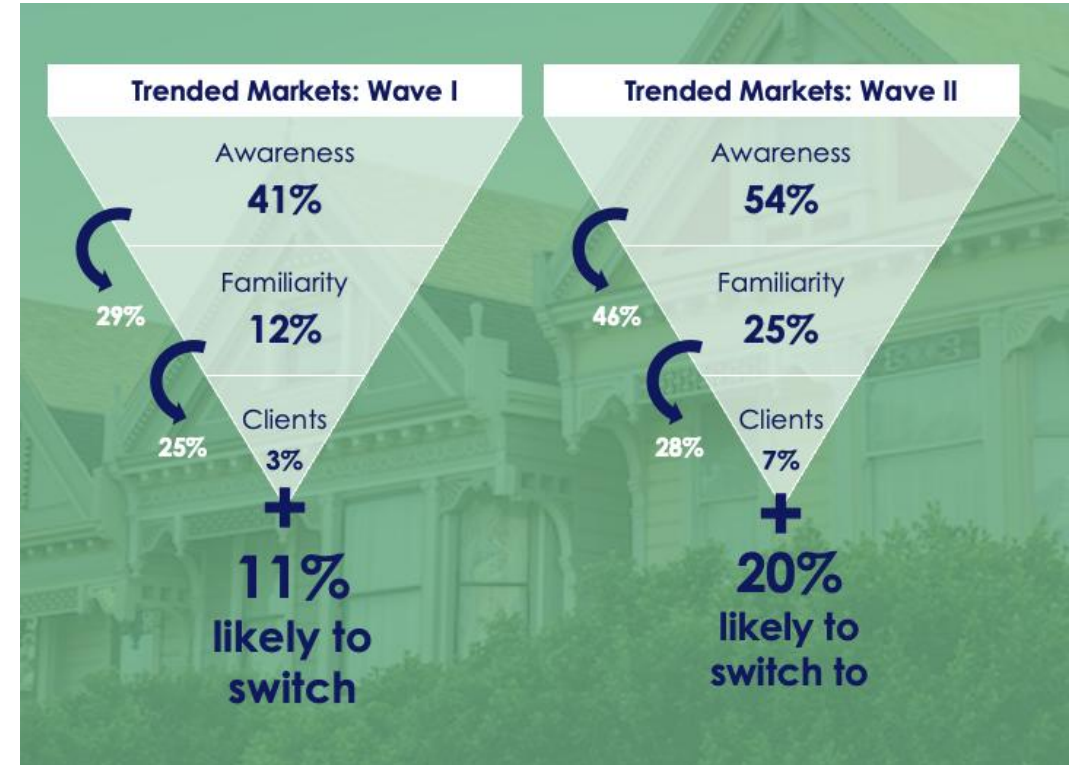
Show Call to Action that Using Radio Works

Did the ad move the needle?



Benefits of Post Testing

- 1 Determine whether the **ad resonated with the target audience**, reinforced brand awareness, and drove the intended message or call to action.
- 2 Identify what worked and what didn't, providing actionable insights to **refine messaging, tone, and creative elements** for future radio ads.
- 3 Evaluate how well listeners remembered the ad, whether it influenced their perception of the brand, and if it **improved consideration or purchase intent**.



Maximizing Impact in a Crowded Space

- Numerous channels are competing for consumers' attention
- Success requires setting clear KPIs and measuring performance effectively
- Whether aiming to boost web traffic or increase brand awareness, radio needs to show it delivers powerful results



Thank You

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