



TELECOM ADS ON RADIO: WHAT'S WORKING BEST

**ANALYTICOWL RADIO ATTRIBUTION DATA SHOWS THE
IMPACT OF RADIO AND HOW TO DRIVE THE BEST RESULTS**



MOST COMMON RESPONSE PATH: SEARCH!

Not direct traffic to hard-to-remember landing pages, not remembering and dialing a phone number, not remembering and entering a specific code, but simply typing in the name of the organization and clicking a suggested link.

- An analysis of 6,000 aired commercials showed that 69% of Telecom website visits occurring after commercials aired came from Google, Bing, Yahoo, etc.
- Across that same group of aired commercials, 31% of website visits came from users who entered a specific website address
- In Google Analytics, the “Referring Source” metric identifies the last website a visitor was on. That can give the impression that the search engines are where all visits originated when in reality many visits were from people who just heard a commercial and used the search engine to get to the site!



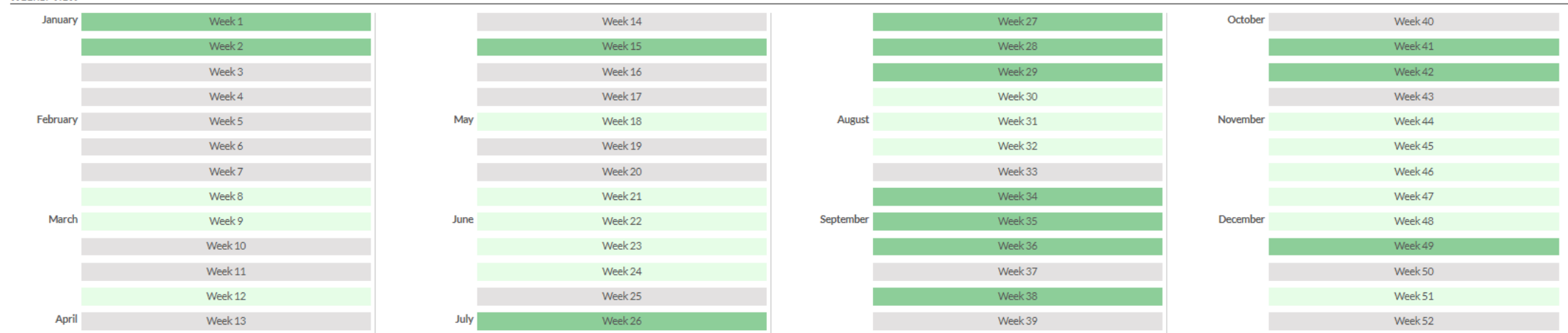


ANNUAL STRATEGY: FOLLOW THE FLOW

Demand varies through the year as indicated by increases and decreases in website traffic.

Demand looks to spike in January (maybe those who DIDN'T get the phone they want for Christmas), July (maybe those looking to cut spend mid-year) September (maybe new lines for Back to School) and December (for those who WILL get the phone they want for Christmas)

WEEKLY VIEW



- Demand up more than 10% - OPPORTUNITY to start or increase advertising to take advantage of a spike in demand
- Demand even
- Demand down more than 10% - OPPORTUNITY to maintain market share while competitors lose business

Report is based on data collected from the last two full years from all markets and all industries or as filtered. The differences in week-to-week / month-to-month traffic have been aggregated and combined across many websites for each industry. Data indicates probability of any increases and growth in web traffic from previous weeks/months during the period selected.



BEST DAY: WEDNESDAY

Response rates are highest on Wednesday suggesting that a heavier presence that day will pay the most dividends.

DAY	USER SESSIONS - VPA-VISITS PER AIRING™
Wednesday	1.1
Thursday	0.4
Tuesday	0.2
Friday	0.2
Saturday	0.1



BEST DAYPART: MIDDAY

There is good value to be had in Evening and Overnight, and Morning Drive offers the intangible value of creating awareness, building brand and building response intent. These can provide a “halo effect” that drives the high response in Midday.

DAYPART	USER SESSIONS - VPA- VISITS PER AIRING™
Midday (10am-3pm)	0.6
Evening (7pm-12am)	0.5
Afternoon (3pm-7pm)	0.4



BEST DURATION: 30 SECONDS

Other durations can be used, but make sure to employ plenty of :30s

30 SECOND CREATIVE ATTRIBUTION :

2%

AVERAGE USER SESSION LIFT

The percentage of User Sessions influenced by the ad spots.

USER SESSIONS

0.5

VPA - Visits per Airing™

The average number of User Sessions started per ad spot.



RADIO VISITS ARE QUALITY VISITS

All of the indicators show that radio visitors are quality visitors

MOBILE

10.62%

Ratio of Mobile Users

SESSION DURATION

2 min 4 sec

Avg Session Duration (mm:ss)

PAGES PER SESSION

1.89

Avg Pages Visited per Session

BOUNCE RATE

37.45%

Avg Bounce Rate

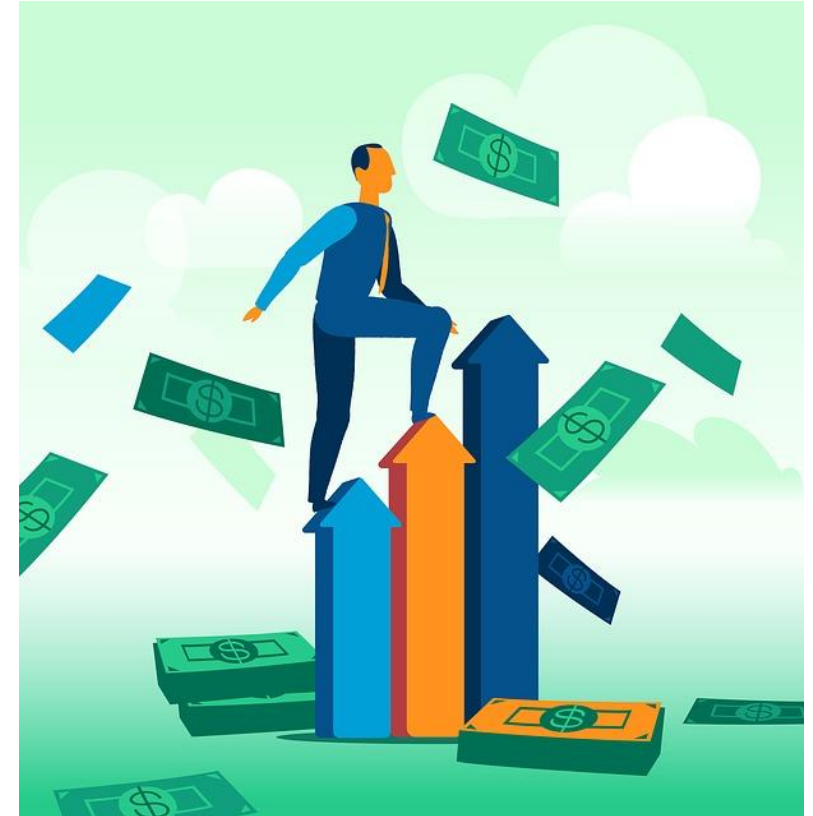
- Mobile visits are a great reminder that radio audiences can easily respond anywhere and everywhere
- Good session duration and pages per session indicate serious interest and response
- Lower bounce rate indicates fewer people visiting just one page before leaving the site



ATTRIBUTION DATA FOR THE WIN!

Use these insights to craft a winning campaign.

- Attribution data is the strongest data there is. It doesn't describe audience size or audience characteristics; it measures audience **ACTIONS**, which is what advertisers care about most.
- Response ratings enable radio to be just as measurable as digital
- The insights shared here can be used to optimize any campaign to even better response.





THANK YOU

RICK KESTENBAUM/GENERAL MANAGER
RICK@ANALYTICOWL.COM