



EDUCATION ON RADIO: WHAT WORKs BEST

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



MOST COMMON RESPONSE PATH: SEARCH!

In accord with most users' habits, the most common response path was not remembering a phone number, landing page or response code. It was simply 'Search what you remember'

- Reviewing response data from nearly 275,000 commercials in the Education vertical, 75% of website visits occurring after commercials aired came from search engines: Google, Bing, Yahoo, etc.
- Only 23% of website visits came from users who directly entered a specific website address.
- In Google Analytics, the "Referring Source" metric only identifies the last website a visitor was on, which can give the false impression that search engines are where all visits originated. In reality, many visits were from people who heard a commercial then searched for what they remembered.
- When creating a Call to Action (CTA) – if you know the audience is going to search, let's just tell them what to search! More effective CTAs lead to more response and revenue for the advertiser.





BEST DAYS: TUESDAY - FRIDAY

Tuesdays through Fridays have shown the highest response, 15% - 50% higher than Saturdays, Sundays, and Monday,

Day	User Sessions - VPA - Visits per Airing™
Thursday	6.9
Wednesday	6.6
Friday	6.4
Tuesday	6.2
Monday	5.5
Saturday	5.5
Sunday	4.6

Weekends and Mondays still show response, just not at the same rate as Tuesdays through Fridays.

NOTE:

Coverage throughout the week and weekend still ensures you aren't missing anyone.

It is useful to consider the multiple audiences that Education advertising needs to address: students, their parents, and prospective adult students. Each segment could have different habits and response patterns.



BEST DAYPART: MIDDAY

Later in the day drives the most response – Middays and Afternoons.
The efficiency of Evenings is also notable – despite being lower on the list, it is usually very cost-effective.

Daypart	User Sessions - VPA - Visits per Airing™
Midday (10am-3pm)	8.4
Afternoon (3pm-7pm)	7.4
Morning Drivetime (6am-10am)	5.6
Evening (7pm-12am)	5.1
Overnight (12am-6am)	2.0

Morning Drive works as well, just at a lower rate of average response.

NOTE:
Don't overlook the branding and awareness benefits of morning, where messages are heard, but the audience may not be in the best logistical position to respond right away.

Include Morning Drive, but skew frequency in favor of Middays, Afternoons, and Evenings, where the response and cost-efficiency is highest.



BEST DURATION: 30 SECONDS

Attention spans are shorter every day – allowing advertisers to focus on higher frequency with shorter commercials to maximize response and opportunity. Focus on :30s and :15s to optimize response.

:30 CREATIVES

NEW USERS

9.4

VPA – Visits per Airing™
The average number of New User responding per ad spot.

USER SESSIONS

9.9

VPA – Visits per Airing™
The average number of User Sessions started per ad spot.

:15 CREATIVES

NEW USERS

5.4

VPA – Visits per Airing™
The average number of New User responding per ad spot.

USER SESSIONS

5.9

VPA – Visits per Airing™
The average number of User Sessions started per ad spot.

:60 CREATIVES

NEW USERS

1.1

VPA – Visits per Airing™
The average number of New User responding per ad spot.

USER SESSIONS

1.3

VPA – Visits per Airing™
The average number of User Sessions started per ad spot.

NOTE:

Campaigns that combine durations have shown strong response as well.

Consider :30s supplemented by a high frequency of :15s (or even :05s and :10s) to drive solid, consistent response.



RADIO VISITS ARE QUALITY VISITS

All indications show that radio visitors are quality visitors, showing strong engagement with site content and making them more likely to advance through an advertiser's conversion funnel. Radio drives **QUALITY** in addition to **QUANTITY**.

DETAILED DIGITAL

MOBILE	SESSION DURATION	PAGES PER SESSION	BOUNCE RATE
49.37%	4 min 20 sec	2.43	28.33%
Ratio of Mobile Users	Avg Session Duration (mm:ss)	Avg Pages Visited per Session	Avg Bounce Rate

- Mobile visits are a great reminder that radio audiences can easily respond anywhere and everywhere.
 - Essentially half of all response is coming from a mobile device (phone, tablet, etc.).
- Good session duration and pages per session indicate engagement with site content, leading to more conversions (leads, phone calls, etc.).
- A low bounce rate indicates that radio responders are interested and viable candidates, who aren't simply hitting a site for a few seconds then leaving.



RADIO VISITS ARE QUALITY VISITS

- As a secondary benefit of radio: A combination of low bounce rate and high site engagement (pages per session and session duration) are seen by search engines as indicators of high-quality site content, leading to higher search engine rankings and lower pay-per-click (PPC) costs.

Radio is an excellent search engine optimization tactic.



GRADUATE TO RESPONSE-DRIVEN DATA

Use these insights from nearly 275,000 aired commercials to craft a winning campaign that drives measurable response from an engaged audience

- The insights shared here can be used to plan and/or optimize any campaign to drive even better response and more business opportunities and revenue for advertisers.
- Radio is a measurable medium that can be planned and optimized for the Education industry based on empirically-measured DATA (*I know*) – not anecdotal or speculation (*I feel*).





GRADUATE TO RESPONSE-DRIVEN DATA

Use these insights from nearly 275,000 aired commercials to craft a winning campaign that drives measurable response from an engaged audience

- Response ratings data is the strongest data there is. It doesn't describe audience size or audience characteristics; it measures audience **ACTIONS**, which is more directly related to revenue.
- Response ratings enable radio to be just as measurable as digital – a common objection to being on-air





THANK YOU

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