



HOME SERVICES ADS ON RADIO: WHAT'S WORKING BEST

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

RADIO REACHES ADULTS IN MARKET FOR HOME SERVICES

Total Population

- 86% who plan on replacing or repairing roof
- 86% plan to paint exterior
- 86% who plan on any home improvement
- 86% who plan on replacing windows or doors
- 85% who upgrade HVAC

Blacks

- 87% who plan on replacing or repairing roof
- 90% plan to paint exterior
- 89% who plan on any home improvement
- 88% who plan on replacing windows or doors
- 91% who upgrade HVAC

Hispanics

- 84% who plan on replacing or repairing roof
- 87% plan to paint exterior
- 89% who plan on any home improvement
- 89% who plan on replacing windows or doors
- 81% who upgrade HVAC



MOST COMMON RESPONSE PATH: SEARCH!

People will more likely search an advertiser by name than enter a hard-to-remember website address or dial a hard-to-remember phone number.

- From February 1, 2022 to January 31, 2023, 77% of website visits occurring after commercials aired came from Google, Bing, Yahoo, etc.
- During that same time, 19% 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!





BEST TIME OF YEAR: MOST ANY!

Advertisers who focus on advertising “in season” miss opportunities. People look into Home Services all year round.

- Comparing the three week period of 1/13/22 to 2/2/22 to the three week period of 2/3/22 to 2/23/22, website traffic nationwide in the category increased 25%.
- For most of the country, conventional wisdom says to start “Spring” Home Services advertising in March, but here the data shows that the smart advertiser can get a head start on their competition!





BEST DAYS: MOST ANY!

Consistent response levels 4 days a week and only slightly lower levels on the rest show the value of reach and frequency.

DAY	USER SESSIONS - VPA - VISITS PER AIRING™
Monday	1.6
Sunday	1.6
Wednesday	1.6
Thursday	1.6
Tuesday	1.4
Friday	1.4
Saturday	1.2



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)	1.9
Afternoon (3pm-7pm)	1.7
Evening (7pm-12am)	1.5
Morning Drivetime (6am-10am)	1.4
Overnight (12am-6am)	0.7



BEST DURATION: 30 SECONDS

Many advertisers in many categories have been looking to move from :60s to :30s, and the data supports it!

AVERAGE NEW USER LIFT

3%

The percentage of total new users influenced by the ad spots.

3%

AVERAGE USER SESSION LIFT

The percentage of User Sessions influenced by the ad spots.

NEW USERS

1.7

VPA - Visits per Airing™

The average number of New User responding per ad spot.

USER SESSIONS

1.9

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,

DETAILED DIGITAL			
MOBILE 60.96% <small>Ratio of Mobile Users</small>	SESSION DURATION 1 min 42 sec <small>Avg Session Duration (mm:ss)</small>	PAGES PER SESSION 2.20 <small>Avg Pages Visited per Session</small>	BOUNCE RATE 39.17% <small>Avg Bounce Rate</small>

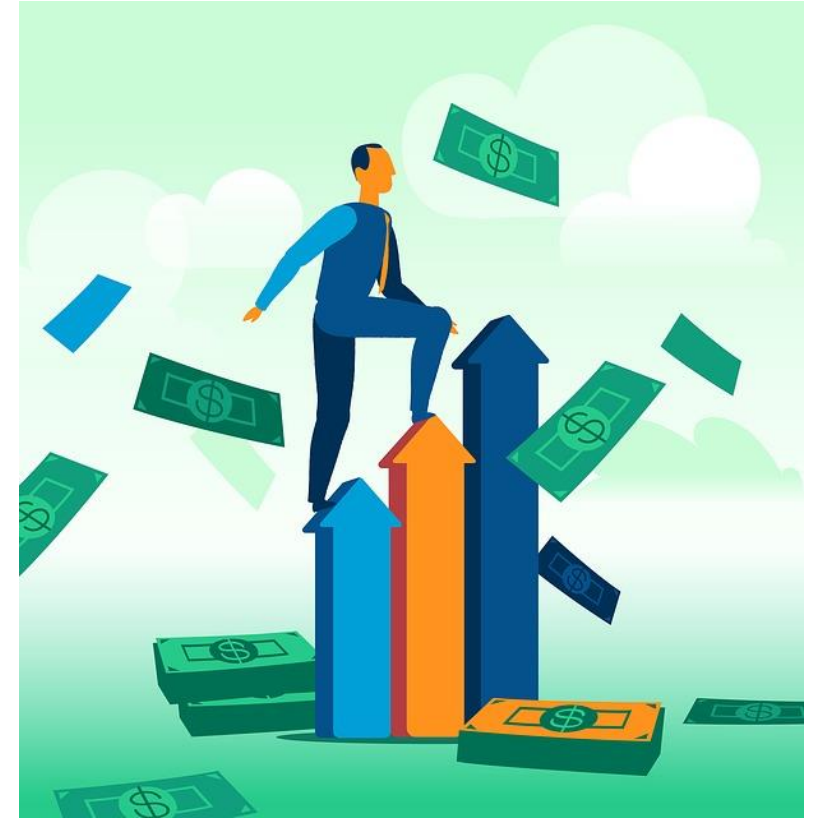
- Mobile visits are a great reminder that radio audiences can easily respond anywhere and everywhere
- Good session duration and pages per session indicate serious interest and response
- Lower bounce rate indicates fewer people visiting just one page before leaving the site



RESPONSE DATA FOR THE WIN!

Use these insights to craft a winning campaign.

- Response ratings 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

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