Radio as a Traffic-Building Medium

- Radio drives store traffic
  - Analysis of 1.5M spots across 10 brands showed that radio ads drove a 22% increase in store traffic.²
    - Specifically, radio ads drove a 32% increase among automotive, 32% for beauty retailers, 23% for quick service restaurants and 7% for home improvement.²
  - Radio drives search
    - An analysis of over 75K physicians’ spots showed that radio drove an 8% increase in online traffic for new users.³
    - Across 18K legal services spots, radio drove a 10% increase in new users online.⁴
      - Radio delivered an average of 141 new users per day.⁴
    - A study across 8 brands and 2,157 ads revealed that radio drove a 29% increase in Google searches.¹
- Radio improves TV’s reach
  - Shifting dollars from TV to radio increases overall campaign reach.
    - A film company experienced a 70% increase in reach from TV only (43%); radio and TV (73%).⁶
    - A pharmaceutical brand experienced a 22% increase in reach from TV only (77%); radio and TV (94%).⁶
    - A home furnishing online retailer experienced a 59% increase in reach from TV only (51%); radio and TV (81%).⁶
- Radio in-dash display ads drive traffic
  - 75% of those who remembered the radio ads said they had visited the retailer.⁹
  - 84% said they intended on visiting the retailer.⁹
- Radio personalities influence behavior
  - 77% of listeners would try a brand recommended on-air by their favorite radio personality.⁸
  - A restaurant incorporated DJ endorsements as part of a campaign, which resulted in increased store traffic as well as increase in sales.⁷