

RADIO case study

GoDaddy.com

Background

- GoDaddy.com was interested in pursuing a radio campaign to drive increased usage of their services.
- Before they were able to commit to a media schedule, they needed to get an in-depth understanding on radio's ability to drive web traffic.
- After a thorough presentation of radio's strengths and an overview of several research documents and case studies, GoDaddy.com partnered with the RAB to conduct a series of tests.

Objectives

- Drive qualified traffic to GoDaddy.com to influence domain sales.
- Encourage domain owners to use GoDaddy.com services to help build their website.



Solution

- Scientific/metric based approach that began with a single market test, followed by a 3 market, Hispanic test, resulting in a 16 market "national" program to support New Year's Resolutions.
- Leveraged radio personalities to drive "shout outs" for how easy it is to use GoDaddy to own and build a website of your very own.
- Radio spots ran on heaviest GoDaddy web traffic days (Mo-Th) and drove to GoDaddy.com.
- Each spot included a radio specific promotion code for 10% off GoDaddy services.

Results

- Each radio test was deemed successful in terms of click throughs and CPA's as compared with markets that did not have radio activity.
- National radio campaign successfully amplified and extended GoDaddy.com's Super Bowl activity (vs. previous years that did not include radio).