RADIO case study

Radio Drives Results for a Utility Company

Background

- The Katz Radio Group partnered with an energy focused utility company to build a campaign to meet its objectives.
- It was critically important to both Katz and the client to ensure there were specific metrics associated with the campaign to track effectiveness and provide attributable results back to radio.

Objectives

- Track online engagement and search trends as a result of radio advertising.
- Measure performance of creative executions.
- Reveal media planning insights to optimize campaigns.

Strategy:

- Katz Radio Group partnered with AnalyticOwl to collect radio effectiveness and attribution data for the utility company's radio campaign.
- The study was designed to measure the benefit of including radio in the media mix and the roles creative and radio personalities play in campaign effectiveness and optimization.

KATZ RADIO GROUP

AnalyticOwl

Solution

- AnalyticOwl tracked and quantified the incremental number of consumers who visited the advertiser's website within an 8 minute attribution window of the radio commercial airing.
- Post log radio data was matched to Google analytics for the advertiser's website.
- From this data, Katz and AnalyticOwl were able to extract insights about creative and the media schedule.

Results

- Radio drove an additional 71,768 new users to the brand's website during the 6-week radio campaign with 18% of the total web traffic attributable to radio.
- The radio campaign drove a 13% increase in new user web traffic compared to the month prior, when the brand was active in television, but not radio.
- The radio campaign averaged 30 new users per spot airing:
    - Spanish language creative performed on par with the campaign average.
    - DJ endorsement spots performed 21% better than the campaign average.
- Spots airing in morning drive led to the largest increase in traffic.
    - Spots airing in Midday topped the number of new users per spot.
    - Evening provided strong delivery of new users per spot airing.

RAB RADIO ADVERTISING BUREAU

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