

RADIOcase study

Automotive Dealership

Background

- A local automotive dealer was not a believer in radio advertising and had not been on air with radio for more than 20 years.
- After several conversations about the power of radio and its ability to quantitatively track response and provide insight into messaging effectiveness, the advertiser decided to move forward with a Baltimore test.

Objectives

- Drive website traffic among those exposed to the radio campaign.
- Generate a strong ROI for the radio campaign.

Strategy

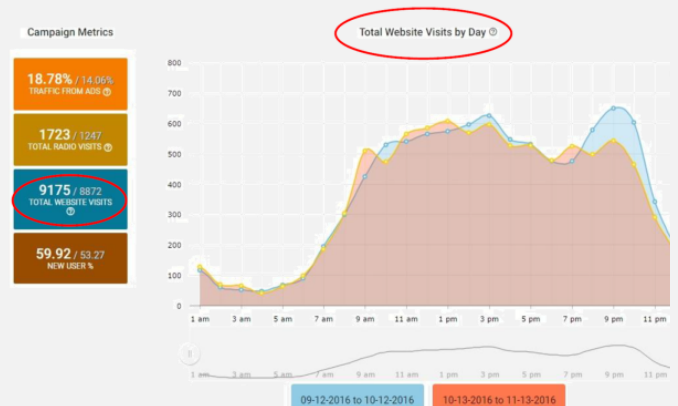
- Leverage AnalyticOwl's tracking and attribution model to help optimize impact of messaging, improve ROI (website traffic) and determine what aspects of the creative executions motivate consumers to take action.

AnalyticOwl



Solution

- AnalyticOwl (AO) tracked the difference between two pieces of creative with the same messaging.
 - One spot was recorded with a female voice, and the other a male voice.
- AO's proprietary platform matches time-stamped post log radio data to corresponding spikes in the advertiser's website traffic to identify lifts in web traffic.



Results

- The female version of the spot resonated 30+% more with the market compared to the male version.
- The campaign resulted in an 18%+ lift in traffic to the auto dealer's website directly attributed to the broadcast radio campaign.
- Insights proved that when radio weight was reduced, the website traffic reduced as well.
- Auto dealer is now an ongoing radio advertiser.