

WIN-WIN FOR MARKETERS

The January/February 2-book survey results reveal audience levels surging to double digit growth. A win-win for brands using radio.

AD EXPOSURE MATTERS

The ability to reach as many individuals as possible within a desired audience with impressions that impress is always a KPI for brands.

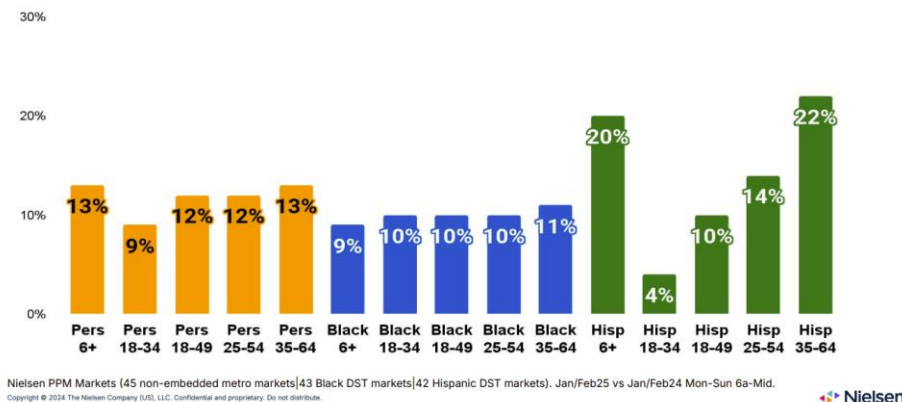
DO THE LIFTS MEAN A BRAND SHOULD REDUCE WEIGHT? NO!!!!

While businesses may look at the increased audience as an opportunity to reduce their campaign activity, they should not.

Increased listening expands the cumulative listening audience. More people available to hear a brand's message, but it does not add messages to these individuals. Frequency remains key and will have a direct impact on the effectiveness of a campaign.

Average increase year-over-year for Jan/Feb

Jan/Feb 2025 vs Jan/Feb 2024 - total listening (PUMM)



BEST PRACTICE: INCREASE FREQUENCY TO DRIVE GROWTH

Considering the year-over-year increases in reach, opportunity exists to boost frequency commensurate with daypart and genre (format) growth to drive brand KPI growth.