



# MISPERCEPTION IT'S HARD TO TRACK AND MEASURE RADIO'S LOCAL RESULTS.

Radio delivers results for advertisers – from Fortune 500 companies to Main Street retailers. With over 15,000\* local radio stations across the country, radio provides measurable outcomes for advertisers in all markets.

\* (Source: FCC, 2018)

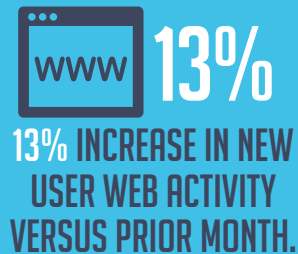
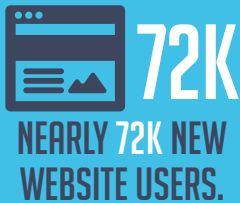




# RADIO DELIVERS MEASURABLE RESULTS. IT DRIVES WEB TRAFFIC AND INFLUENCES BEHAVIOR.

## BASED ON A RADIO CAMPAIGN ANALYSIS OF A LOCAL UTILITY COMPANY, RADIO DELIVERED:

(Source: Katz Radio Group/AnalyticOwl, 2018)



Radio's advertising impact can be measured both online and offline. According to a Nielsen 2018 study, listeners who heard a radio ad three or more times took significant action as compared to those that hadn't heard the radio ad:



STORE VISITS WERE  
20% HIGHER.



WEBSITE VISITS WERE  
75% HIGHER.



40% INCREASE IN A  
DESIRE FOR ADDITIONAL  
INFORMATION ABOUT  
THE PRODUCT.


# RADIO WORKS




Regardless of the retail category, radio can be attributed for driving traffic to brick and mortar locations. In an analysis of a broad range of retail brands across 4 ad categories, radio drove a 22% lift in store traffic.

(Source: RAB: Radio Drives Store Traffic, TagStation 2018)

32%<sup>↑</sup>   
AUTOMOTIVE 32% LIFT.

7%<sup>↑</sup>   
HOME IMPROVEMENT LOCATIONS 7% LIFT.

32%<sup>↑</sup>   
QUICK SERVE RESTAURANTS 23% LIFT.

32%<sup>↑</sup>   
BEAUTY RETAILER 32% LIFT.

## LOCAL ADVERTISERS BELIEVE IN THE POWER OF RADIO



- *"Radio is the most important thing we use on the media side because it touches so many people."*  
Ed Wehmer, Founder, President & CEO, Wintrust Financial Corp.
- *"It's personal, it's daily & we can tell our story in an evolving way on radio. That's hard to do in other media."*  
Diana Sikes, Senior Vice President, Art Van Furniture
- *"We can target different demographics, change the message. It's a tremendous, flexible medium."*  
Roy Spencer, President & Owner, PermaSeal Basement Systems
- *"Radio is the core of our influencer strategy."*  
John Alfirevich, Dealer Operator of Apple Chevrolet and President of the Chicagoland and Northwest Indiana Chevy Dealers Association
- *"About 13 percent of our total advertising budget is dedicated to radio. People come in mentioning the station's call letters. We feel it has been a good return-on-investment."*  
Tammy Oreskovic-Geraci, Peter & Co. Jewelers