

Radio



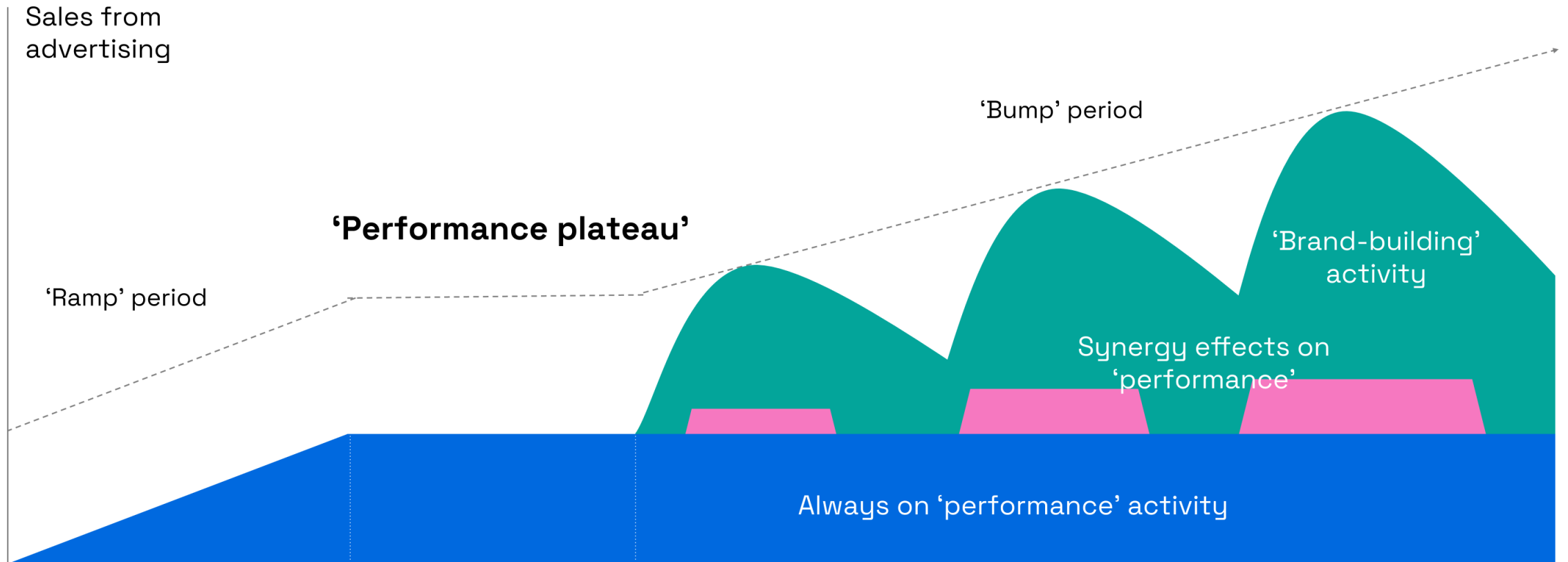
**The Performance
Multiplier**

How radio helps brands *punch-through* The Performance Plateau

Overview of learnings 2024 – 2025

THE PERFORMANCE PLATEAU

Balance between generating & converting demand is crucial to long-term business growth



Source: Dr Grace Kite & Tom Roach

Background

Challenges in measuring radio's impact on online response

- Bridging offline/online divide
- Delayed and In-direct response

Our approach = regression modelling

Radio



**The Performance
Multiplier**

Radio: The Performance Multiplier

Objectives

1. Quantify the full extent of radio advertising's short-term uplift effect on web sessions.
2. Provide context for radio's performance relative to other media.
3. Define how the use of radio can drive overall Performance Marketing effectiveness.
4. Identify media planning strategies and creative approaches that optimise radio's effect.

Understanding radio's effect vs. other media



MEDIA
CAMPAIGN
DATA
(by MEDIUM)

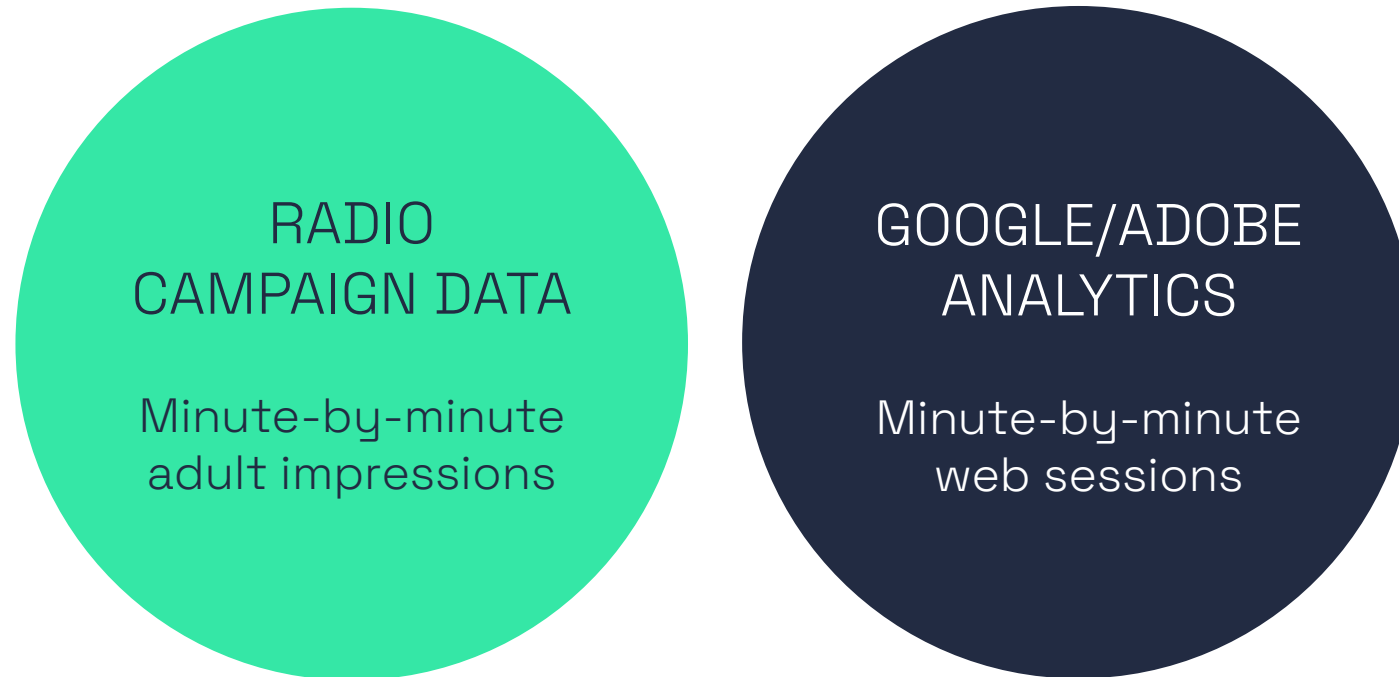
Daily adult impressions
& weekly spend

GOOGLE/ADOBE
ANALYTICS
DATA
(by REFERRAL SOURCE)

Daily web sessions

For full radio campaign period & minimum of two weeks pre- and post

Understanding Radio's *delayed response* in detail



One representative week during the radio campaign

Multiple Regression Modelling of Google Analytics data

Three stages of analysis

1. Establish the expected **BASELINE** of daily web sessions for the radio campaign period IF NO MEDIA ACTIVITY had occurred.
2. Quantify the **uplift** in **TOTAL web sessions** delivered by 'demand-generation' media activity in total (by comparing actual web session data to baseline).
3. Isolate the proportion of total media-driven uplift in web sessions (vs. baseline) attributable to **RADIO** vs. **OTHER 'demand-generation' MEDIA**
- establish radio response time-lag

Results based on analysis of 8 campaigns



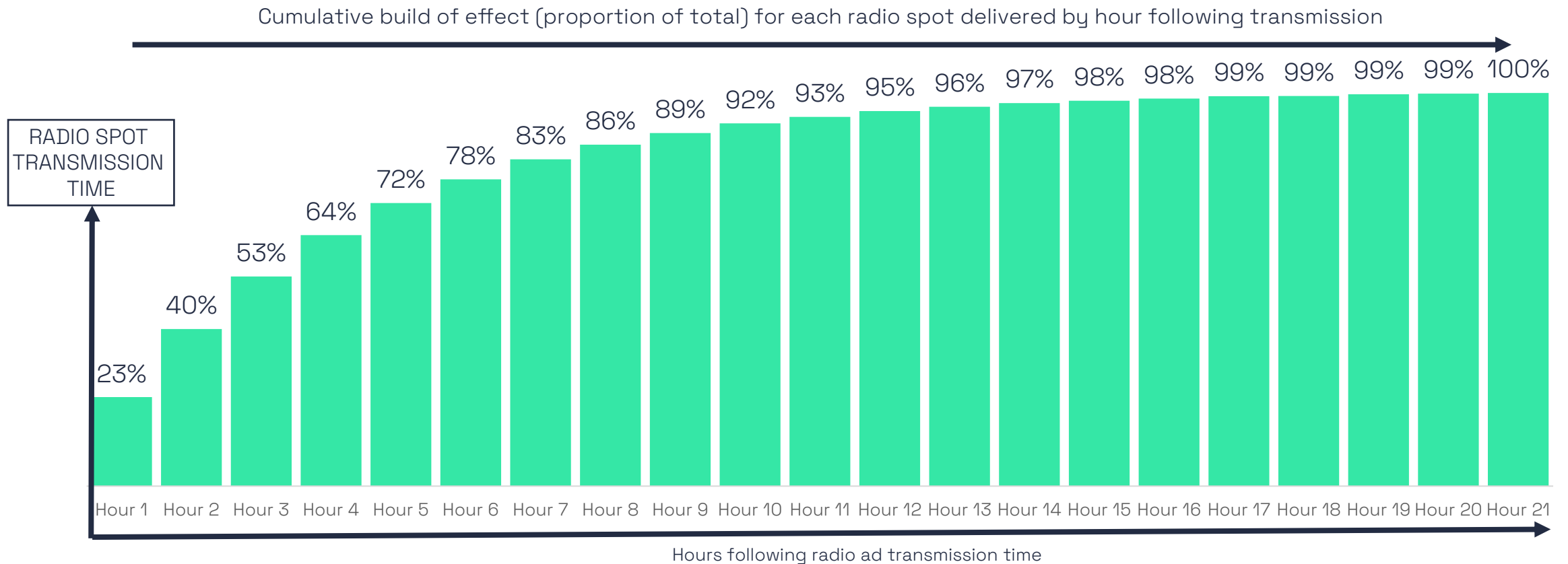
Aggregated 'Demand generation media' spend £20.9m

7.2 billion multi-
media impressions

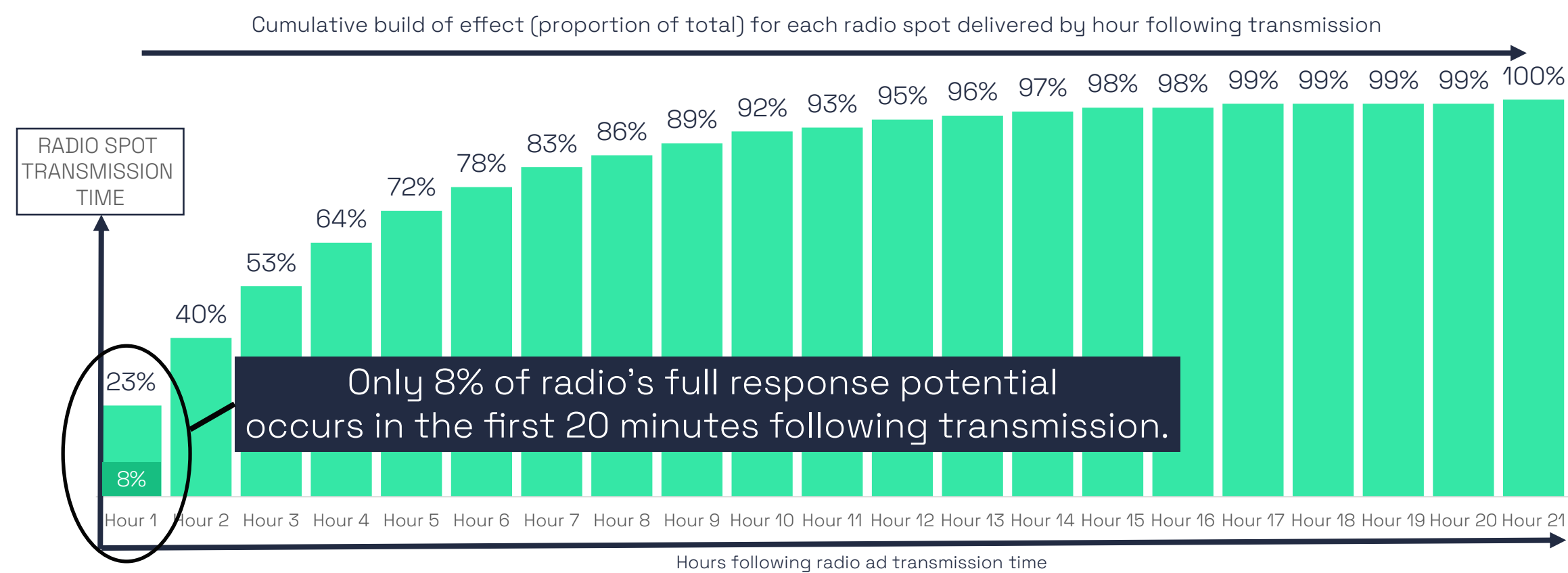
195 million web
sessions

The findings

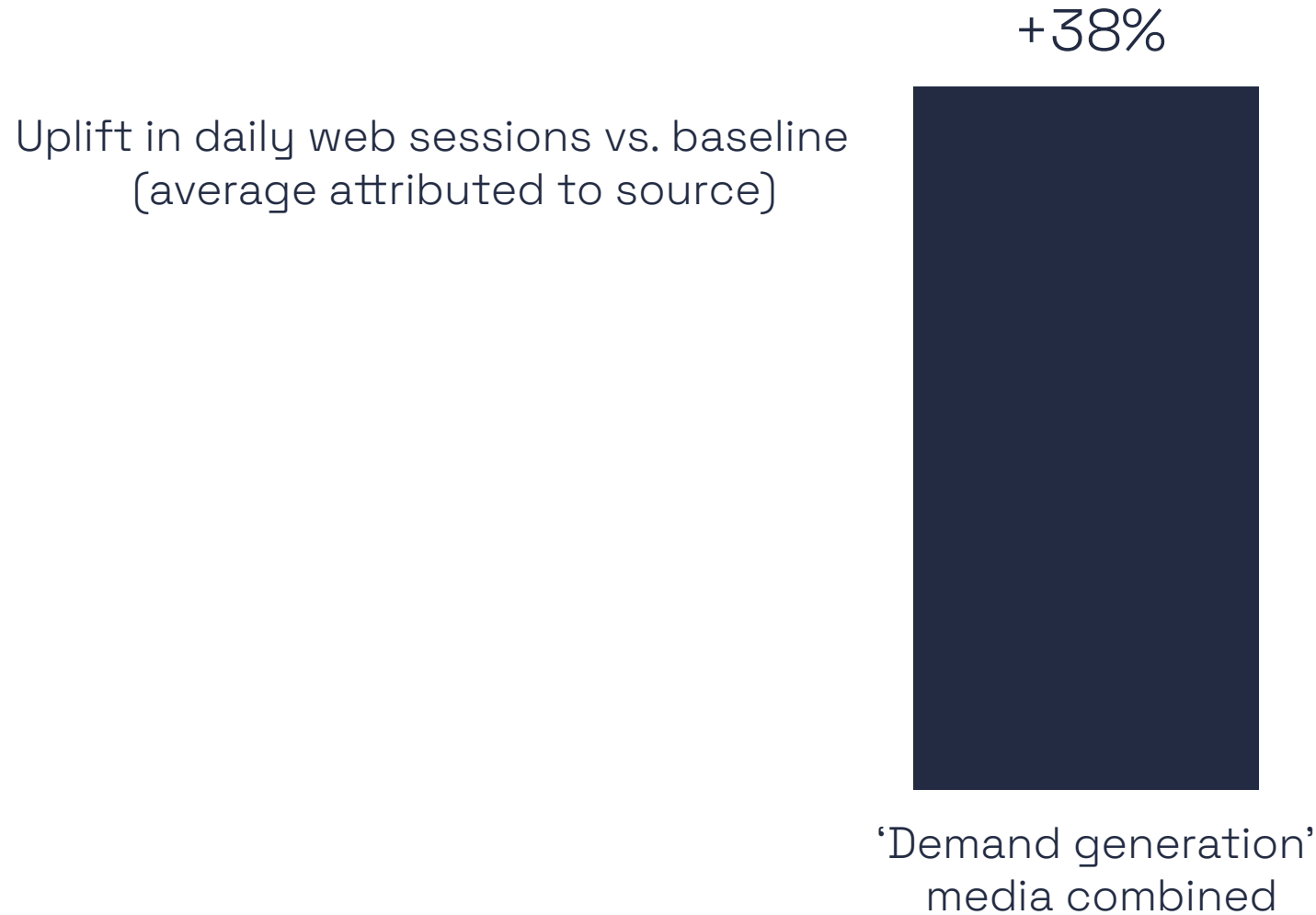
An average radio spot takes 21 hours to deliver its full web response potential



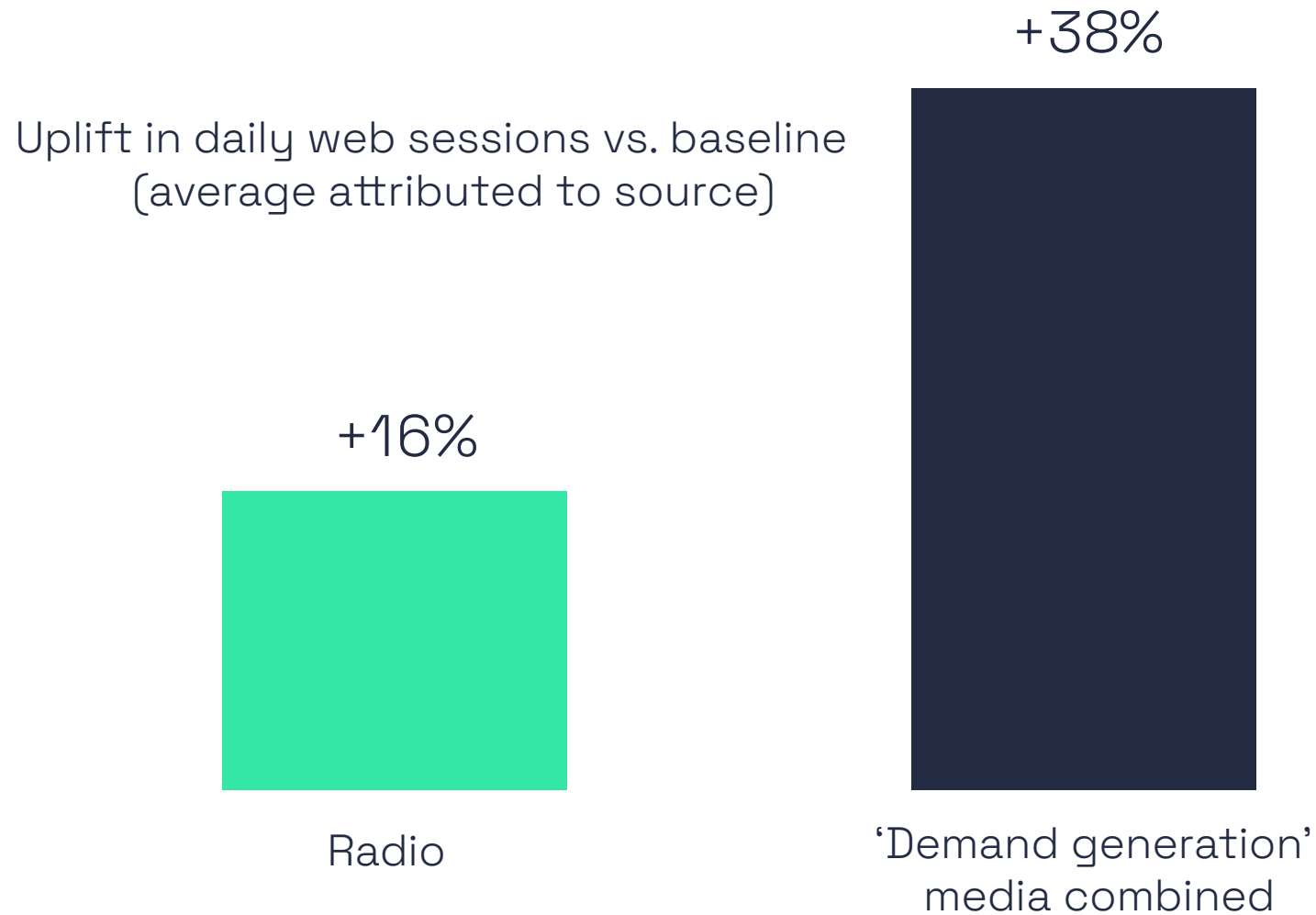
Typical short-term response window attribution excludes 92% of radio's full effect!



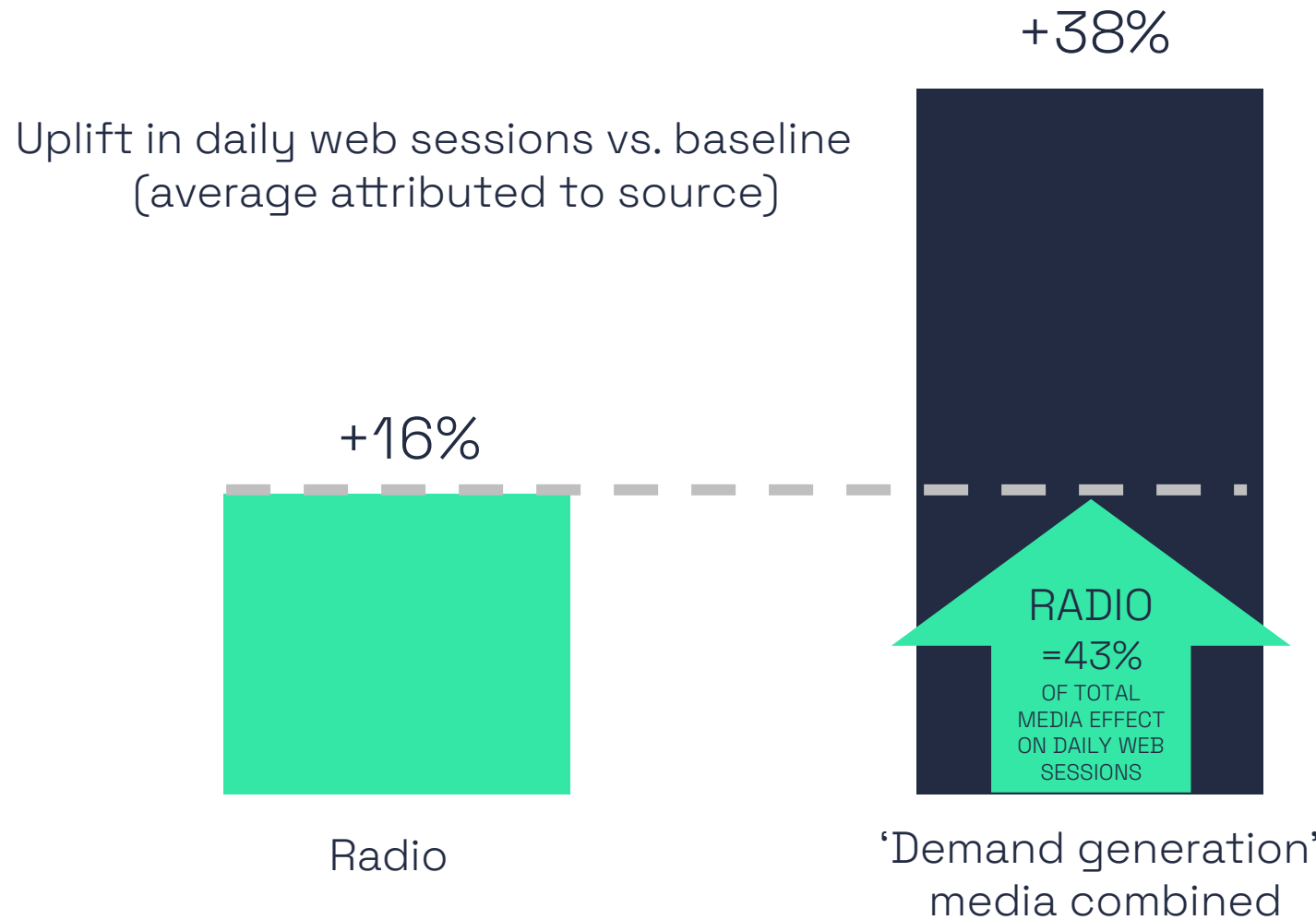
On average, all 'demand generation' media combined
increase daily web sessions by 38%



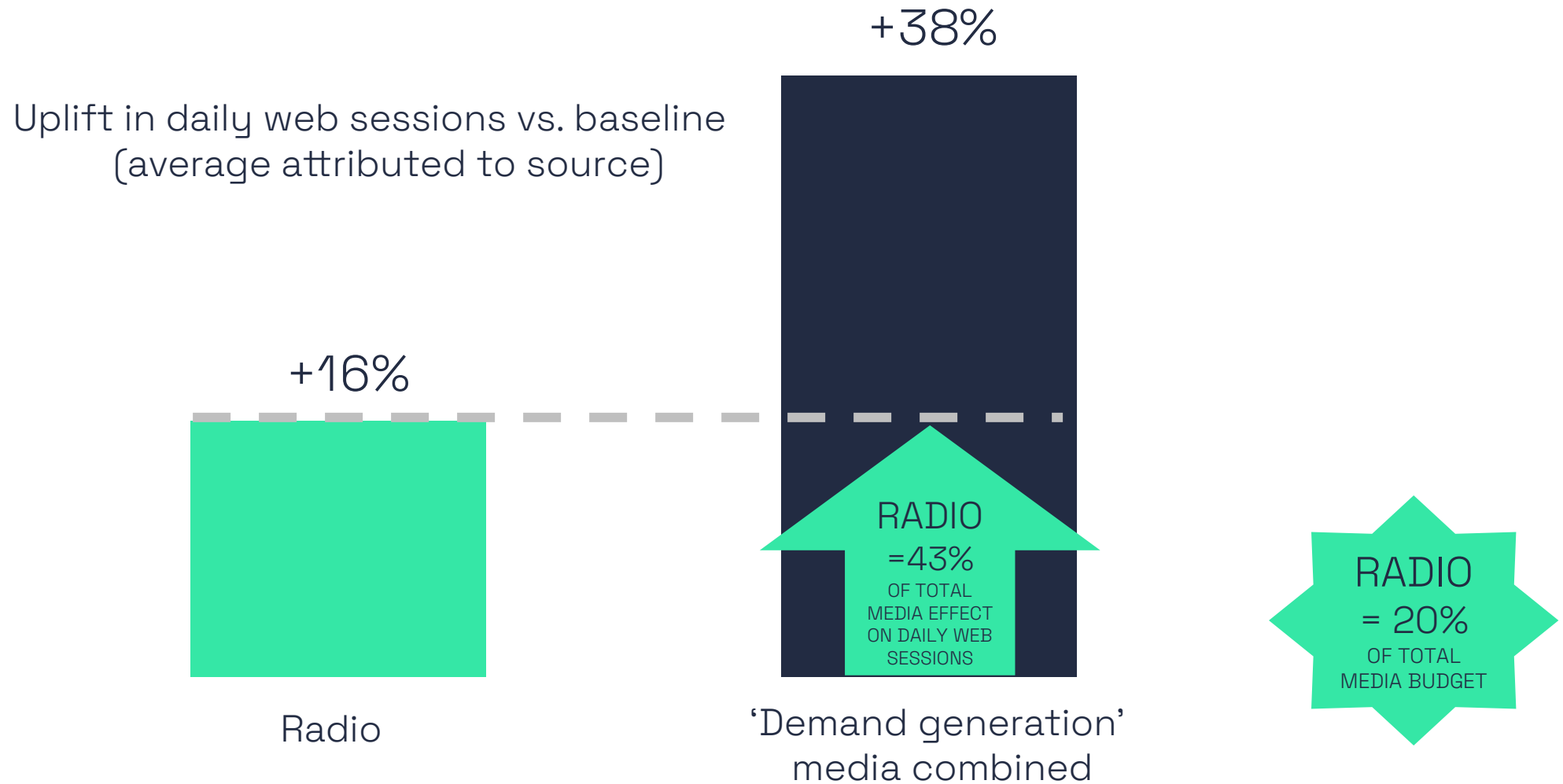
Radio advertising uplifts daily web sessions by an average of 16% over baseline (when correctly attributed)



Radio accounts for 43% of *total media-driven uplift* in daily web sessions

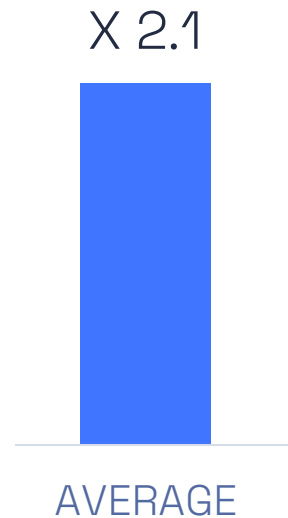


Radio accounts for 43% of *total media-driven uplift* in daily web sessions

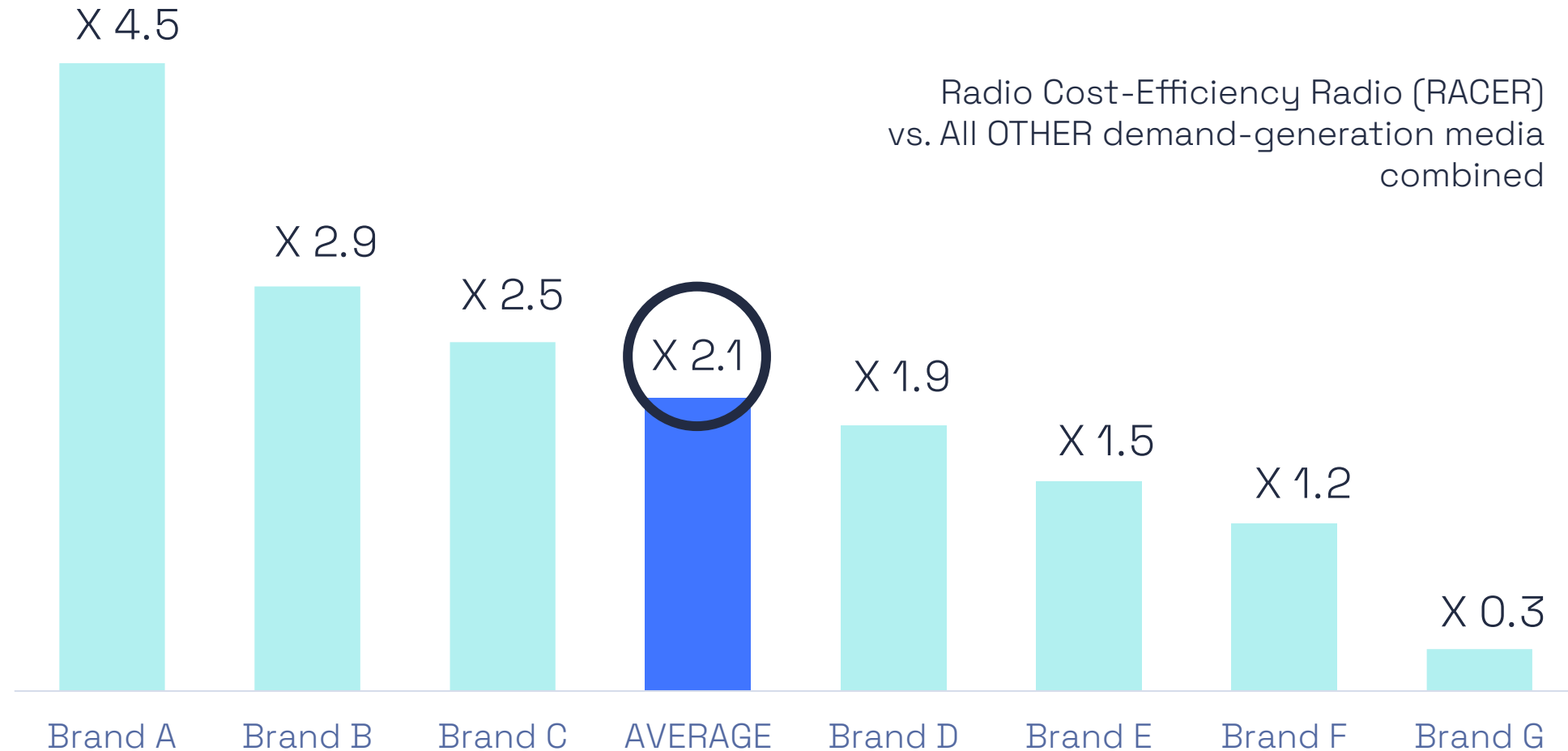


Radio uplifts web sessions/users TWICE as cost-efficiently as other 'demand-generation' media combined

Radio Cost-Efficiency Radio (RACER)
vs. All OTHER demand-generation media
combined



Overall Radio uplifts web sessions/users TWICE as cost-efficiently as other 'demand-generation' media combined



The best-performing campaigns
are characterised by higher weekly reach %
& consistent use of distinctive audio brand assets

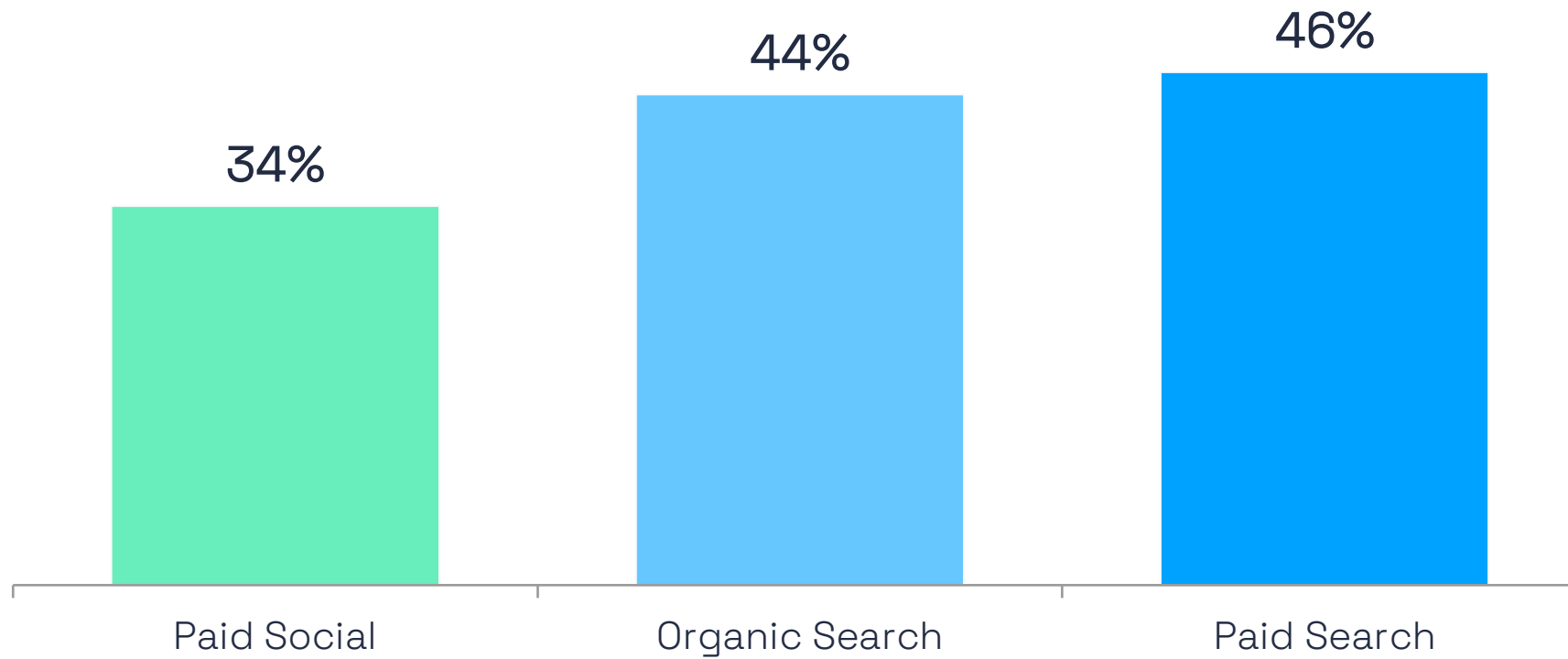
	Average radio campaign weekly reach %	Average score for use of audio brand assets (max.= 12)*
CAMPAIGNS ACHIEVING ABOVE-AVERAGE RADIO COST-EFFICIENCY RATIO (RACER)	32%	11
CAMPAIGNS ACHIEVING BELOW-AVERAGE RADIO COST-EFFICIENCY RATIO (RACER)	22%	3

**The impact of radio on
overall performance efficiency**
alongside pureplay online response channels

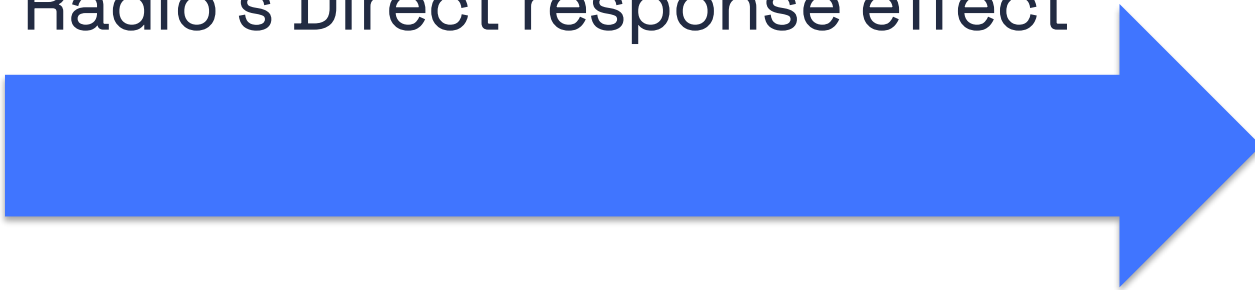
Radio's Indirect response effect

Multiplying the performance of pureplay digital channels

Proportion of additional web sessions/users over baseline attributed to Radio by referral channel
e.g. 46% Paid Search referrals over baseline are attributable to Radio



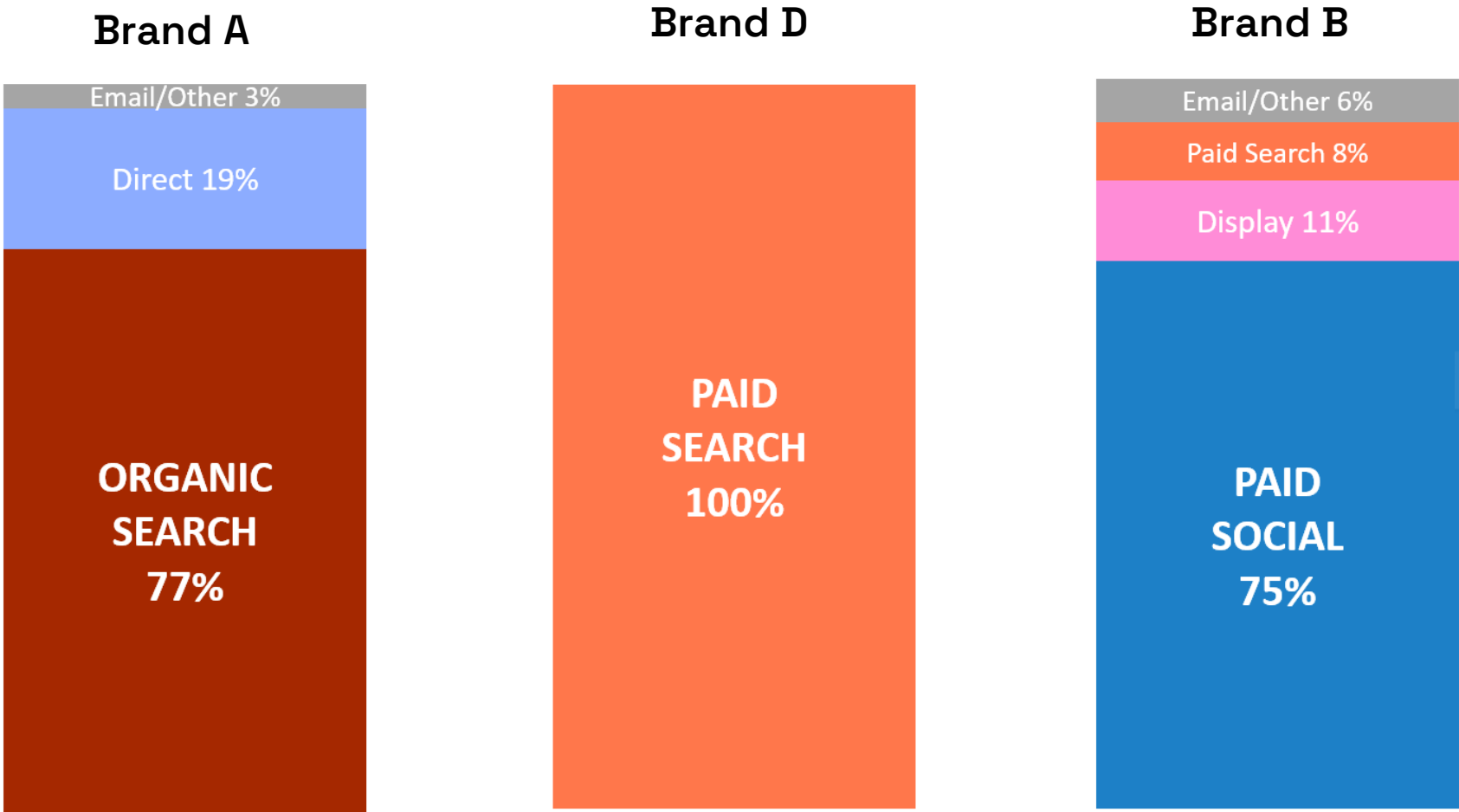
Radio's Direct response effect



+43% of growth in
direct traffic,
attributable to Radio

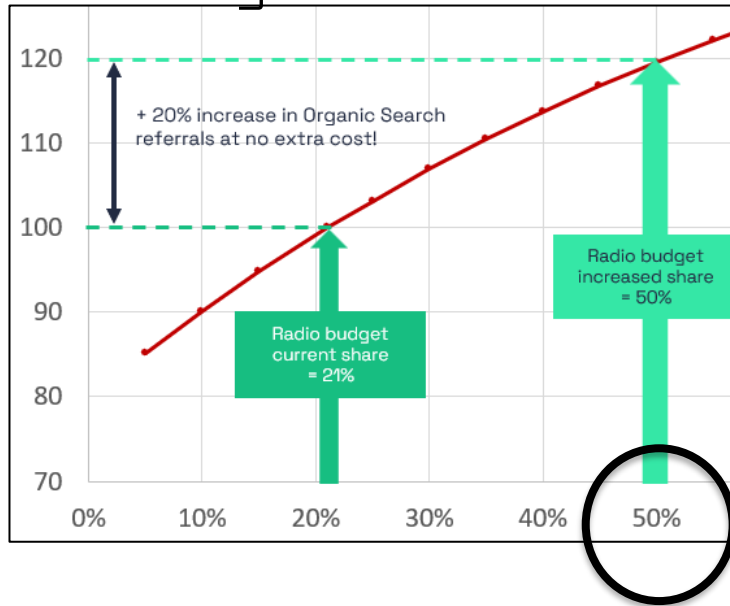
Uplift in web sessions over baseline by referral source

(Brands A, D, and B)

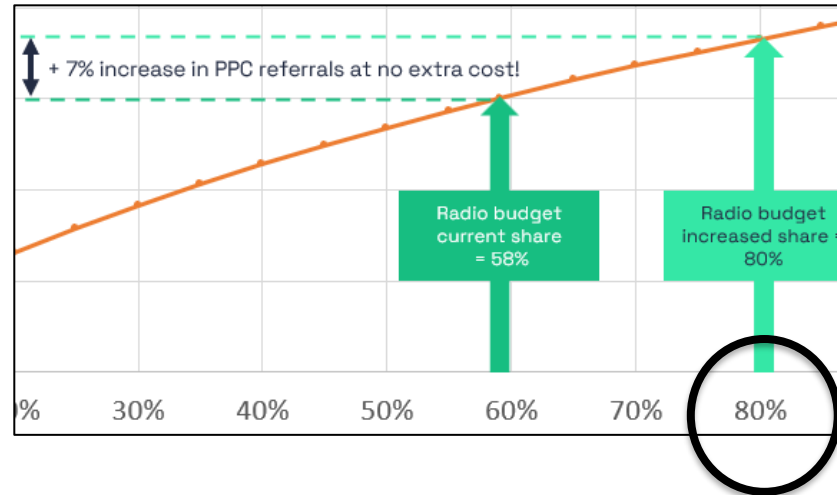


Radio's indirect response effect boosts pureplay performance channels

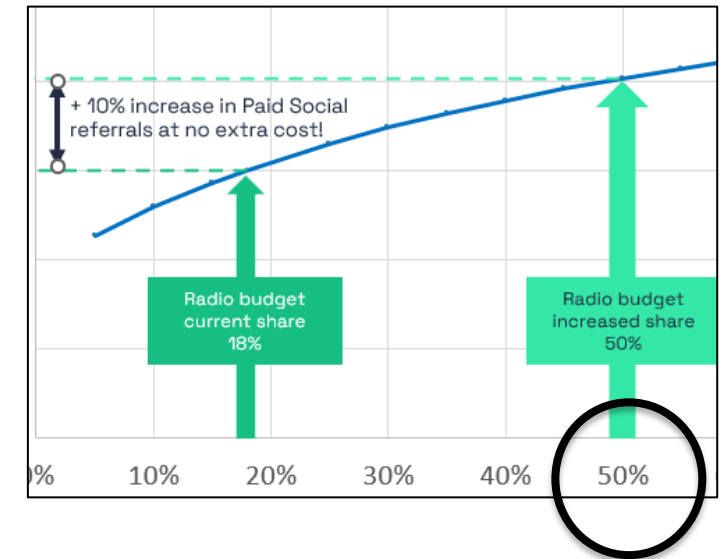
Organic Search



Paid Search



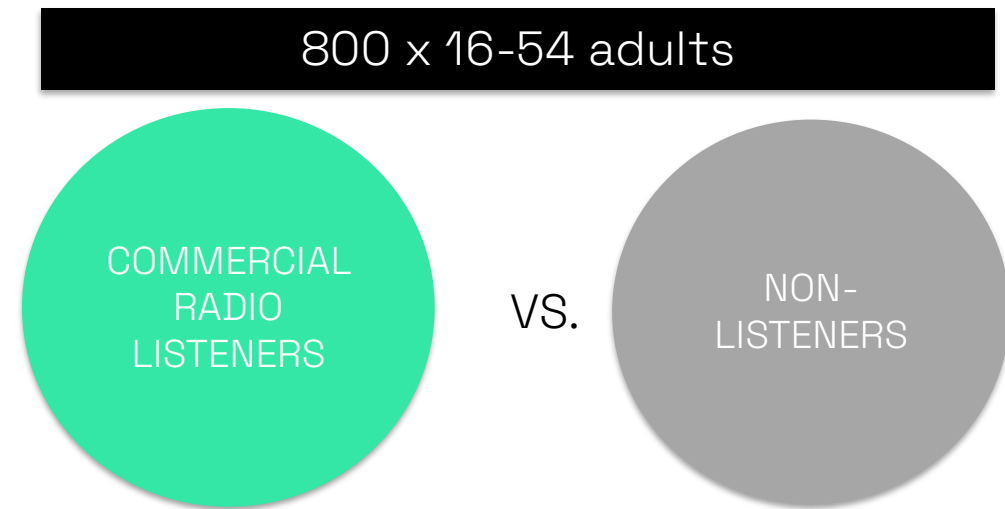
Paid Social



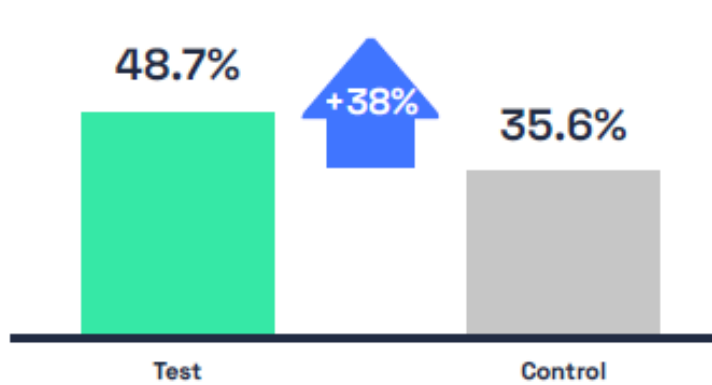
Radio's additional brand effects

Measuring radio's longer-term effect on brand

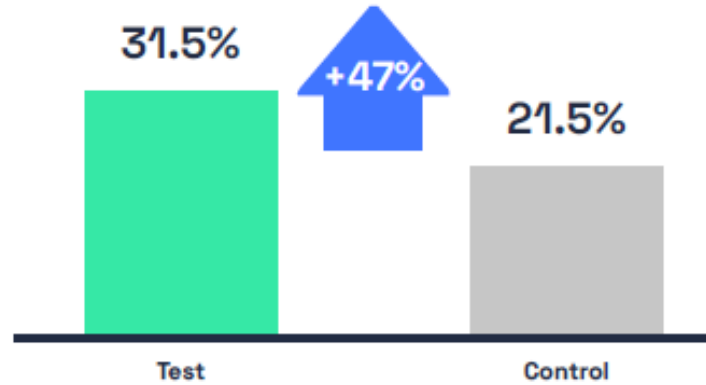
Bespoke consumer surveys measuring brand effects of 'live' in-market campaigns



38% increase in Ad Awareness
(Average across brands A&C)



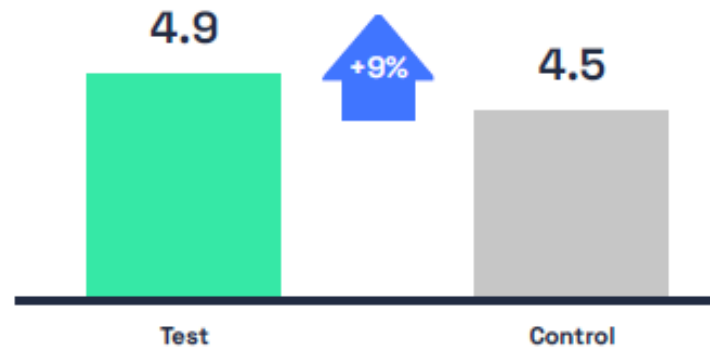
47% increase in Purchase Consideration
(Average across brands A&C)



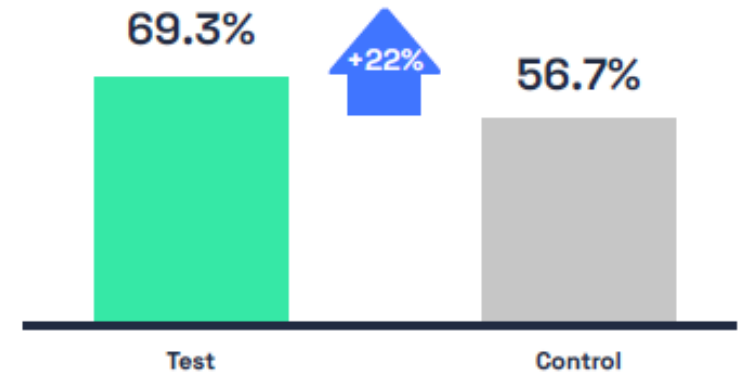
Radio boosts
awareness,
consideration,
and
mental
availability

Base: 800 UK adults aged 16-54
Source: Radio: The Performance Multiplier, Radiocentre/Colourtext

9% increase in Network Size
(Average across brands A&C)



22% increase in Mental Penetration
(average across brands A&C)



Base: 800 UK adults aged 16-54
Source: Radio: The Performance Multiplier, Radiocentre/Colourtext

Summary

How radio drives online response

1. Current attribution methods exclude 92% of Radio advertising's true effect
2. On average, radio advertising boosts daily web sessions by 16%
 - over TWICE as cost-efficiently as other 'demand-generation' media combined
3. The best-performing campaigns are characterised by higher weekly reach % & consistent use of distinctive audio brand assets
4. Radio's *indirect response* effect boosts the effects of pureplay performance activity
5. Radio's impact on direct traffic growth can help brands overcome disruption in search strategies
6. Using more radio continues to improve Performance Marketing efficiencies
7. Radio additionally generates longer-term benefits for performance brands

THANK YOU

Radio



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