HIGH GAIN AUDIO

How to use multiplatform audio to amplify overall campaign ROI

radiocentre

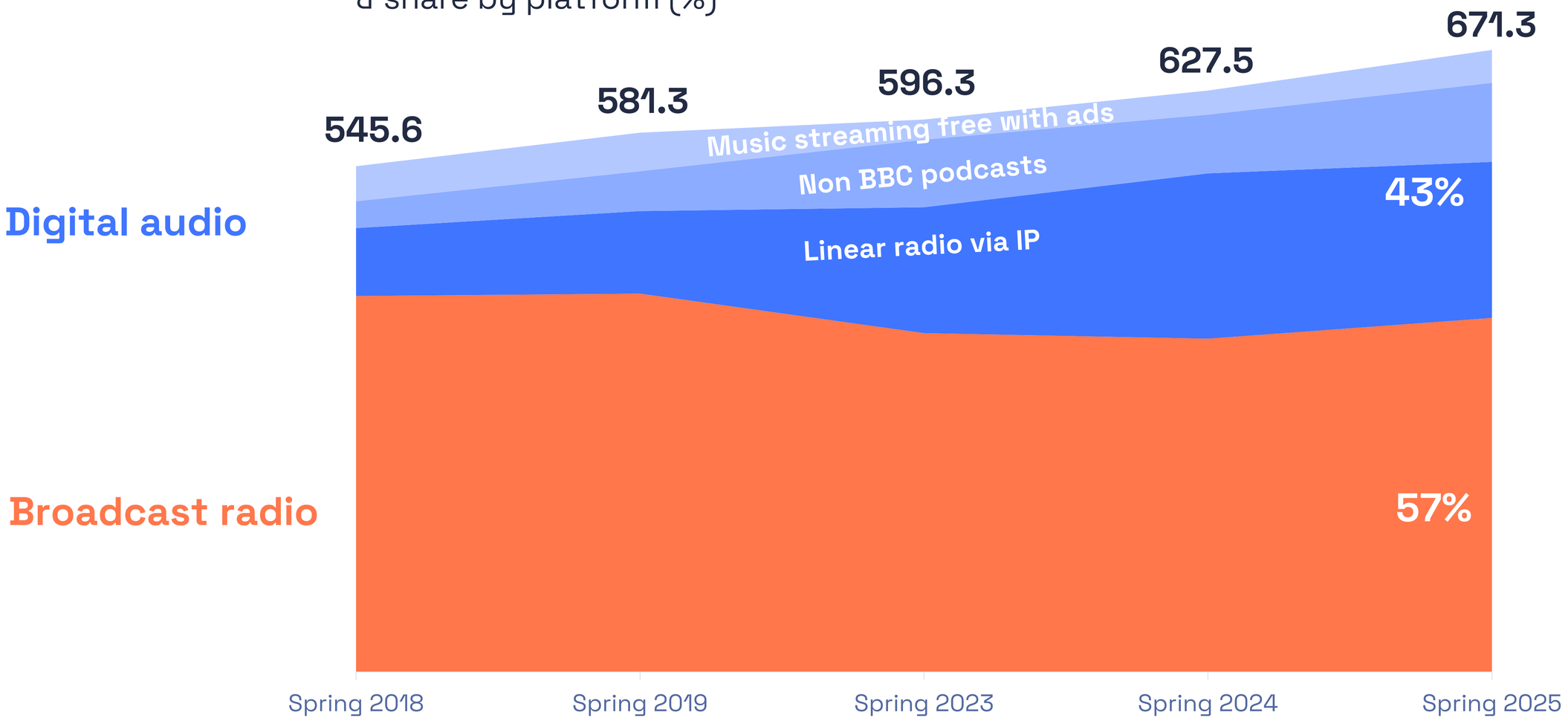
HIGH GAIN AUDIO

1. The multiplatform audio opportunity

radiocentre

Total listening to all ad-supported audio is up +23% since 2018, with connected audio driving growth

Commercial Audio: Total weekly listening hours (m)
& share by platform (%)

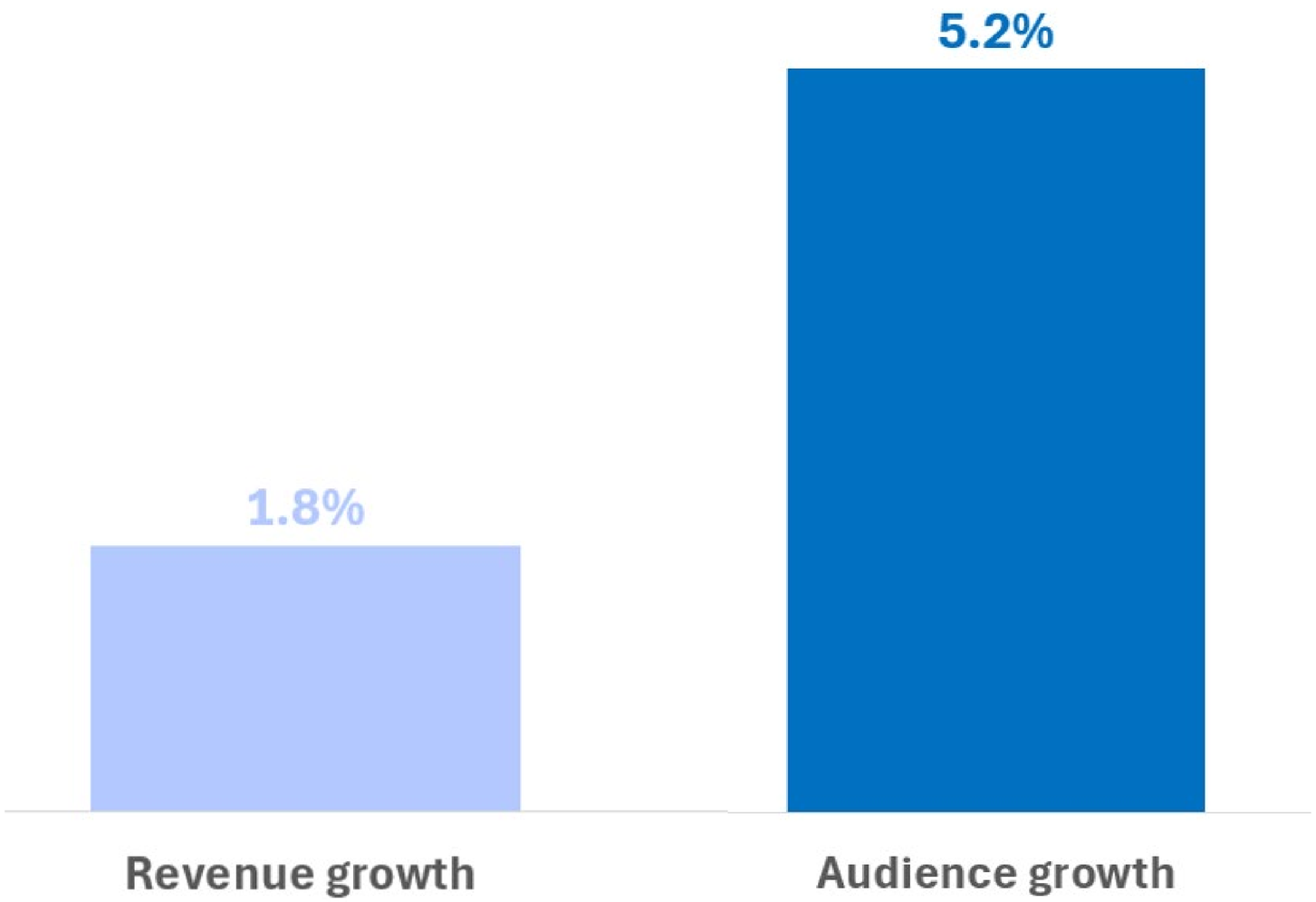


Base: Live commercial radio, non-BBC podcasts, music streaming services (free with ads).
Spring data used for consistent comparison. Due to restrictions on fieldwork during covid and changes to survey question wording no comparable data available for 2020-22 or pre-2018

Source: RAJAR MIDAS

Using digital and broadcast audio in combination boosts both demand generation and demand conversion activity

But advertisers are under-investing in commercial audio, with audio ad revenue lagging audience growth



Total commercial audio y-o-y % change in Revenue & Audience

2024 vs. 2023

Base: Total UK commercial audio listening hours; Total UK commercial audio ad revenue

Source: RAJAR MIDAS; AA/WARC/Radiocentre

HIGH GAIN AUDIO

2. Uncovering the real ROI of multiplatform audio

radiocentre

This groundbreaking new analysis enables us for the first time to:

1. Quantify Audio ROI relative to other media for both *generating* and *converting* demand
2. Compare ROI of Broadcast Radio and Digital Audio *individually* to other media
3. Explore how Multiplatform Audio amplifies overall media campaign ROI

Our two-fold approach started with mining the Profit Ability 2 data for audio data

1

Mine the
Profit Ability 2 database
for learnings about Audio
at a headline level

Why Profit Ability 2? It's the biggest post-COVID MMM databank

5
Agencies

141
Brands

(84 of which spent on Audio)

£1.8bn
Media spend analysed (2021-2023)*

14
Sectors**

10
Media channels

53
Brands matched pre & post Covid

Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.
*Based on end date of analysis period. Spend by year: 21% 2021, 32% 2022, 47% 2023 All analysis based on most recent 52 weeks available.
**Total databank has 14 categories only 7 have sufficient granularity to report individually

WPP Media

Then, we identified the campaigns with distinct digital audio and broadcast radio components

1

Mine the
Profit Ability 2 database
for learnings about Audio
at a headline level

2

Identify advertisers where
it is possible to separate
Digital Audio from
Broadcast Radio effects
within their MMMs

We created a new dataset of brands with sufficient spend across both broadcast radio and digital audio

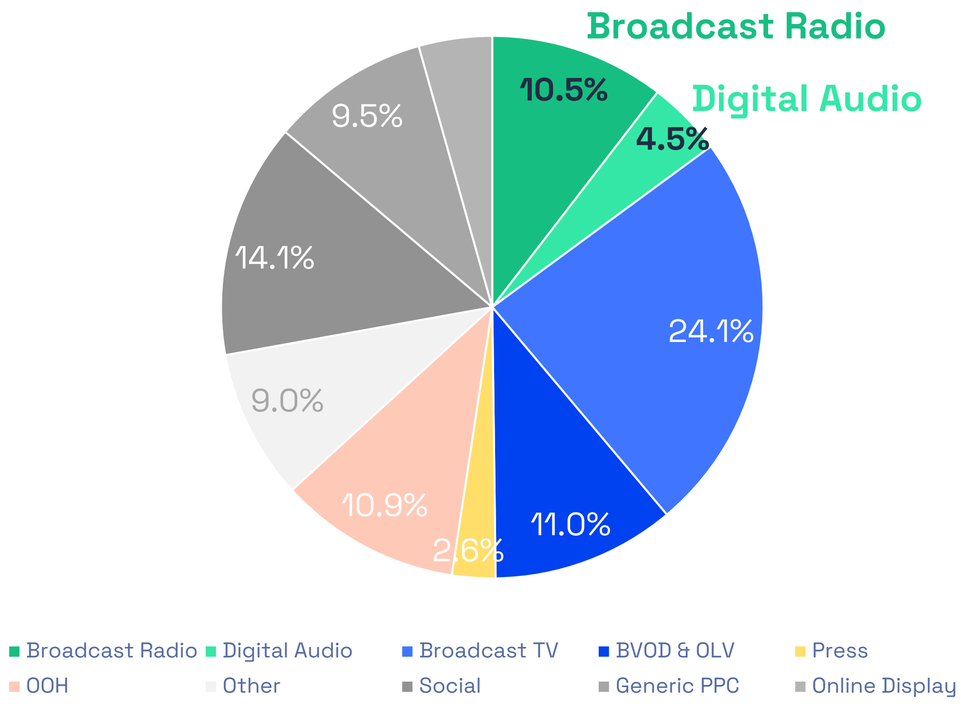
7
Brands

£148m
Media spend analysed (2021-2024)

4
Sectors

10+
Media channels

Share of total media spend by channel



Source: WPP Media (7 Brands)

WPP Media

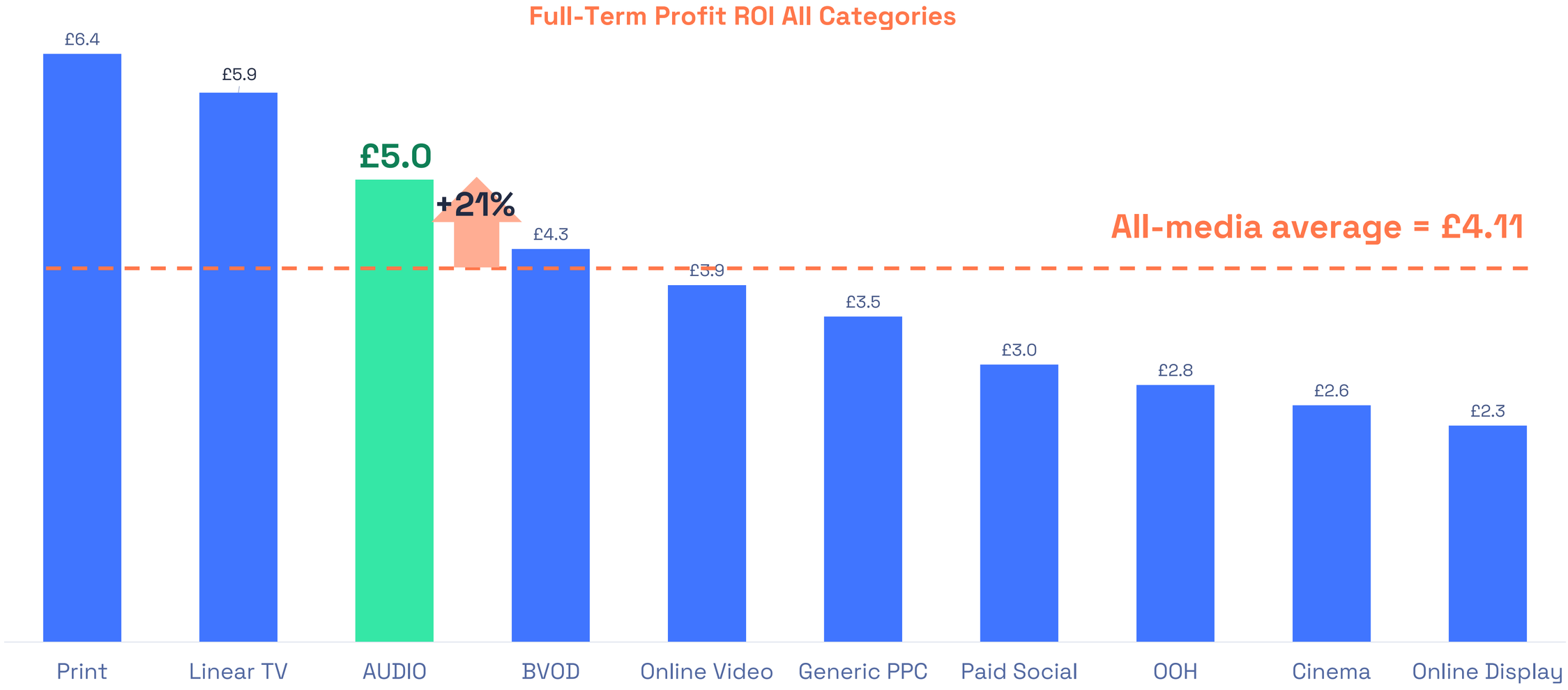
High Gain Audio

The Findings

1. Total audio ROI relative to other media

- Generating demand (full-term)
- Converting demand (short-term)

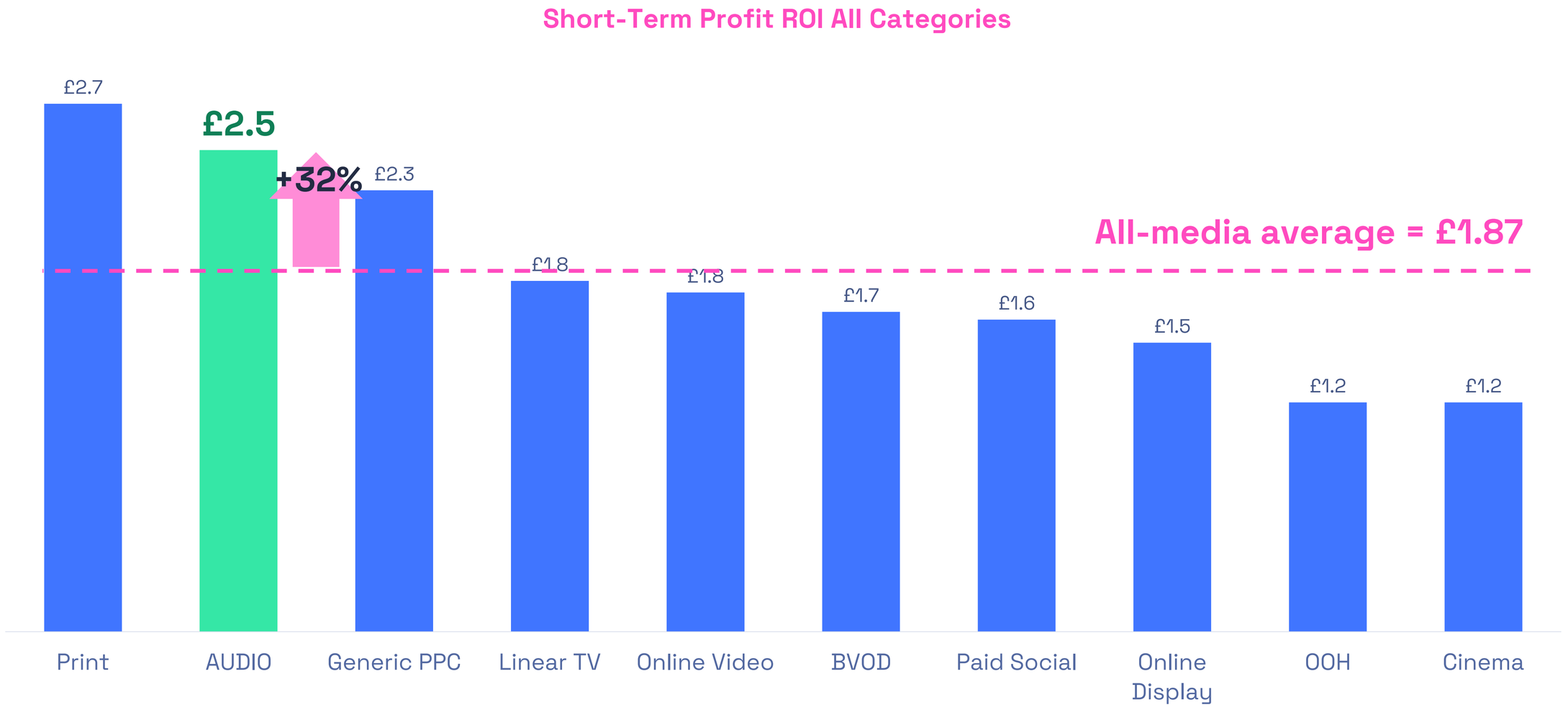
Audio full-term profit ROI is 21% higher than the all-media average



Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.

WPP Media

Audio short-term profit ROI is 32% higher than the all-media average



Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.

WPP Media

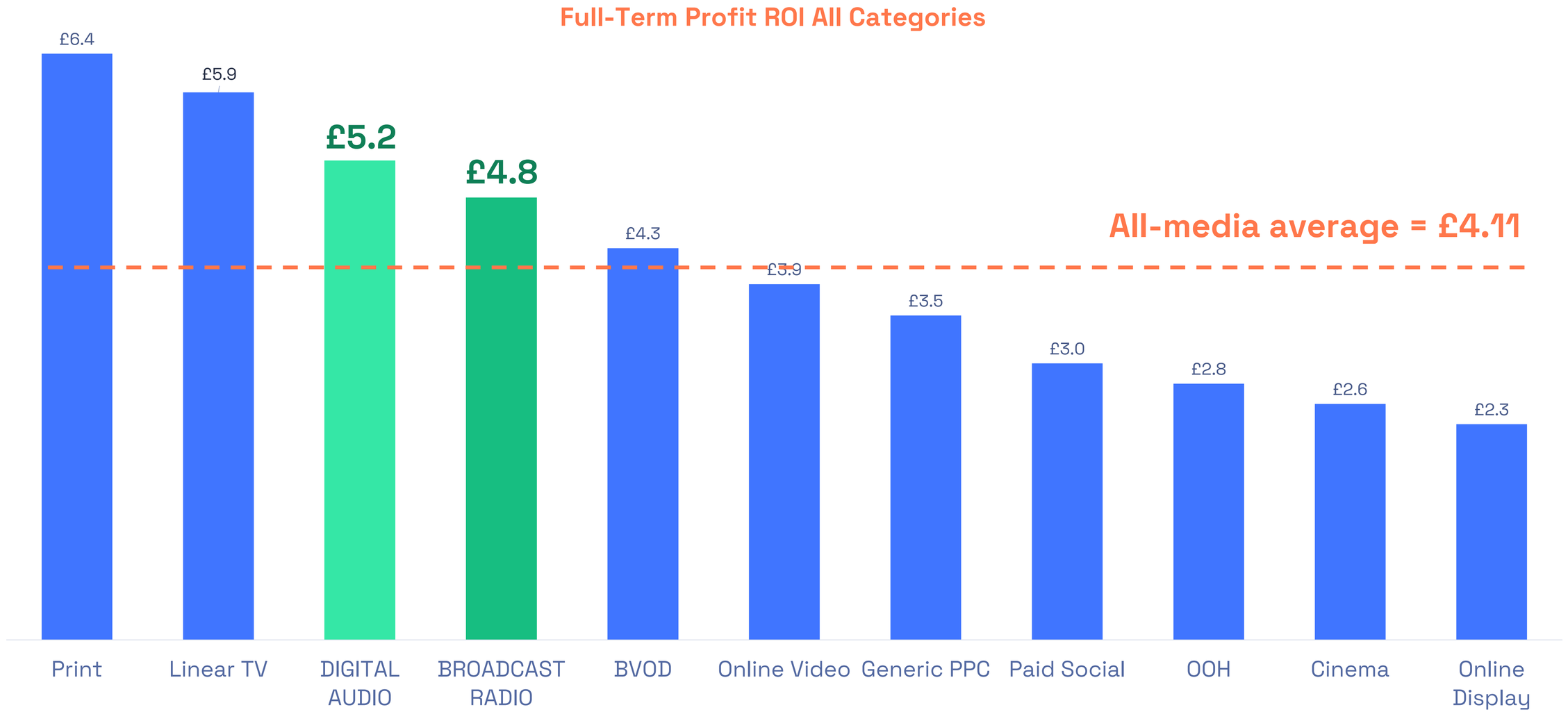
High Gain Audio

The Findings

2. Broadcast Radio & Digital Audio ROI vs. other media

- Generating demand (full-term)
- Converting demand (short-term)

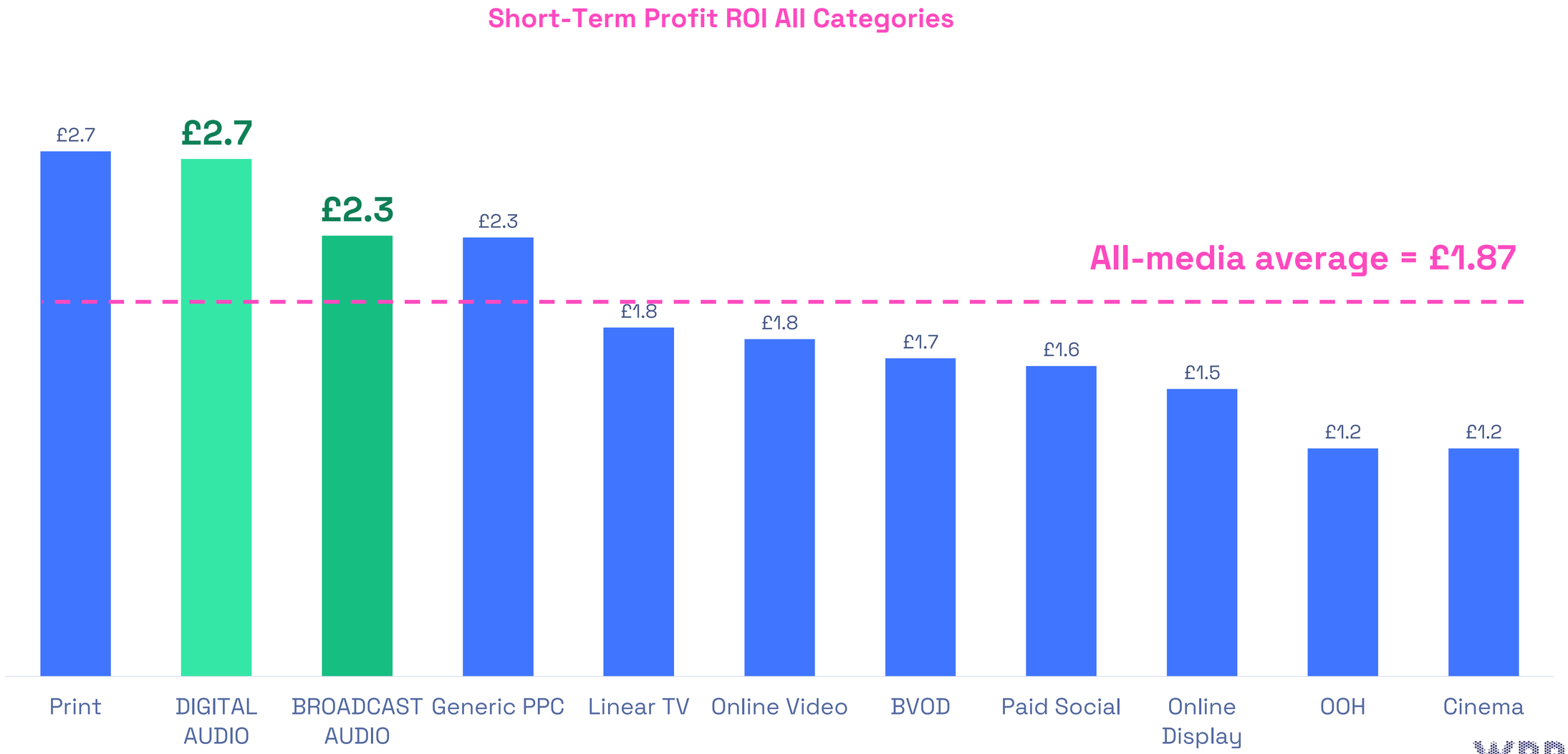
Broadcast radio and digital audio full-term profit ROI are both significantly higher than the all-media average



Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK; Digital and Broadcast Audio split, WPP Media, 7 brands

WPP Media

Broadcast radio and digital audio short-term profit ROI are both significantly higher than the all-media average



Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK; Digital and Broadcast Audio split, WPP Media, 7 brands

WPP Media

High Gain Audio

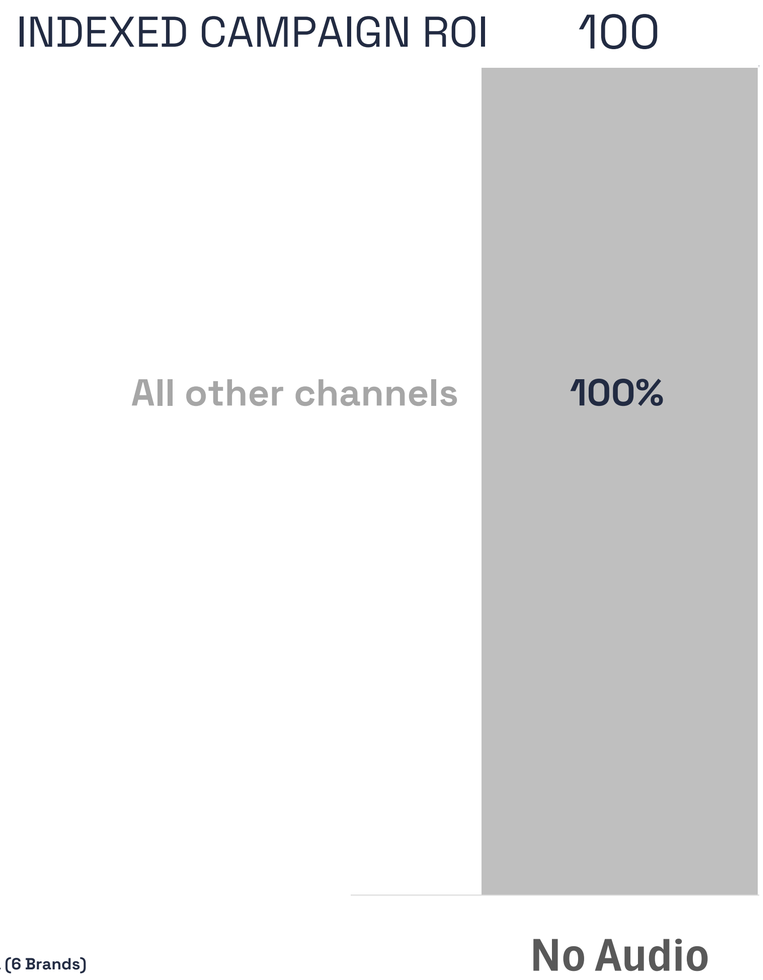
The Findings

3. Effect of Multiplatform Audio on overall campaign ROI

WPP Media

We excluded multiplatform audio in our modelling, reallocating the spend to other channels in the mix

No Audio: overall campaign ROI (SHORT-TERM)

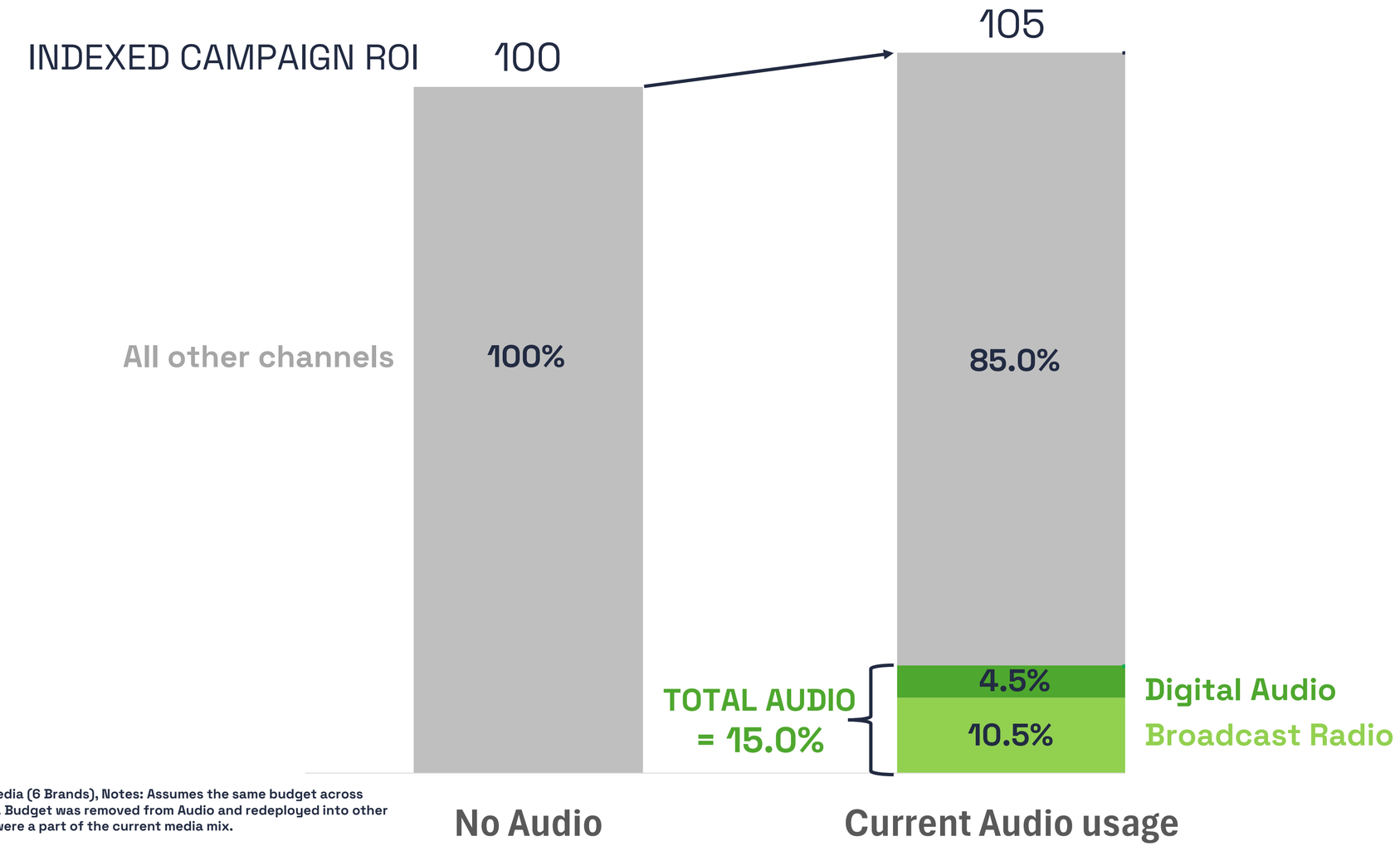


Source: WPP Media (6 Brands)

WPP Media

Including multiplatform audio within the mix boosts SHORT-TERM TOTAL CAMPAIGN ROI

Effect of including Audio on overall campaign ROI (SHORT-TERM)



Source: WPP Media (6 Brands), Notes: Assumes the same budget across both scenarios. Budget was removed from Audio and redeployed into other channels that were a part of the current media mix.

WPP Media

Both broadcast radio and digital audio have headroom to profitably increase investment

Average vs Marginal ROI - example

Illustration

Available headroom vs. current spend at different levels of Short-term MARGINAL ROI cut-off

Minimum Marginal Profit ROI	Broadcast Radio	Digital Audio
£1.50	+20%	+40%
£1.25	+40%	+80%
£1.00	+90%	+130%

Maximised level

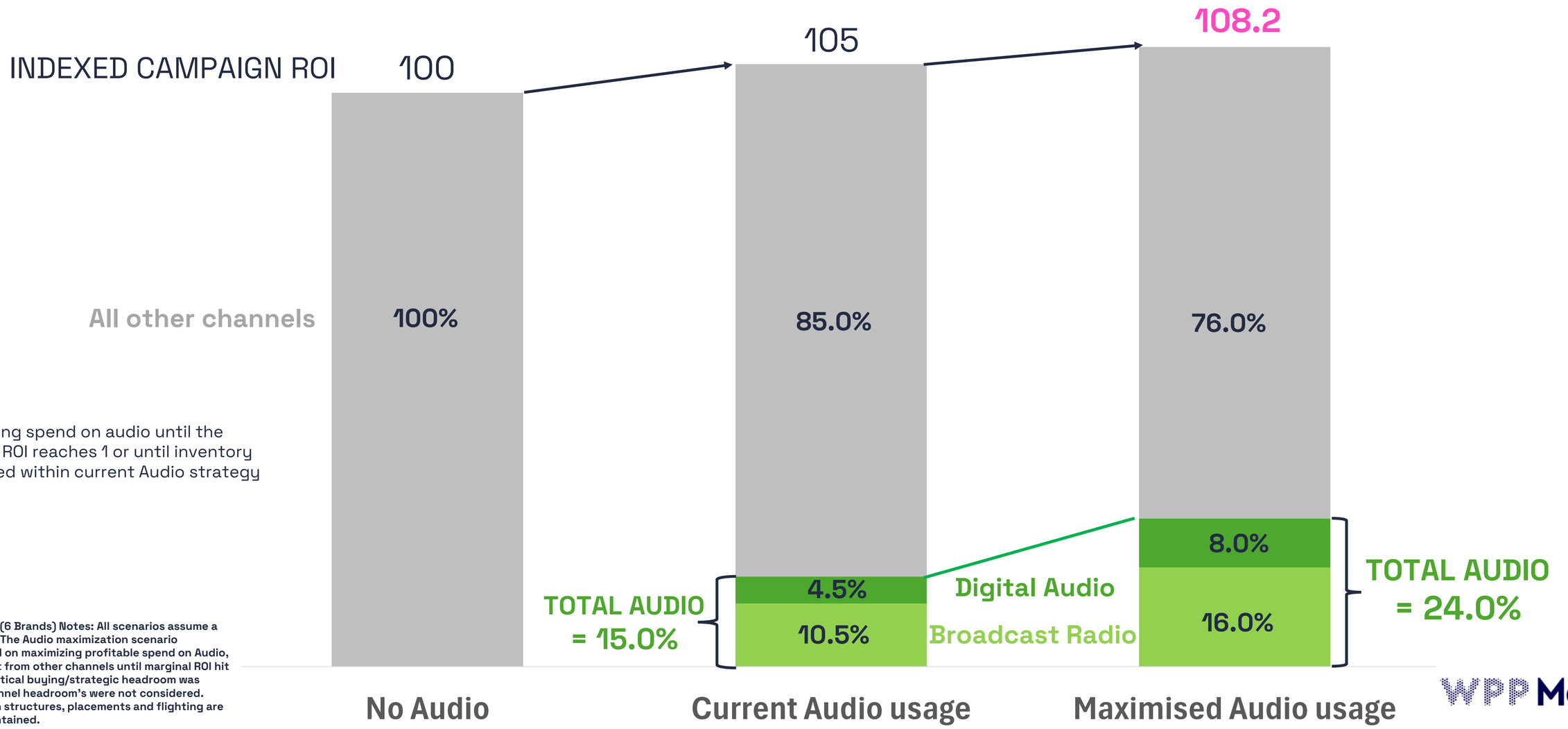
radiocentre

Source: WPP Media, Curves illustrative example only: Notes: Table results are based on 6 brands and show % spend increase vs current spend levels to different levels of marginal ROI. These are for Audio only.

WPP Media

Maximising multiplatform audio share of media spend to 24% boosts short-term total campaign ROI by 8.2%

Effect of including and maximising* Audio budget share on overall campaign ROI (SHORT-TERM)



*Increasing spend on audio until the marginal ROI reaches 1 or until inventory exhausted within current Audio strategy

Source: WPP Media (6 Brands) Notes: All scenarios assume a fixed total budget. The Audio maximization scenario exclusively focused on maximizing profitable spend on Audio, reallocating budget from other channels until marginal ROI hit £1 for Audio or practical buying/strategic headroom was reached. Other channel headroom's were not considered. Historical campaign structures, placements and flighting are assumed to be maintained.

WPP Media

Summary of the key findings

Key learning 1

Audio has both a **higher short-and-full term ROI** vs the all-channel average

+32% in the short-term

+21% in the full-term

Key learning 2

When measured separately, both **Broadcast Radio & Digital Audio outperform the all-channel average**

Key learning 3

Including Multiplatform Audio within the media mix **boosts total campaign ROI**

+5% the short term

Key learning 4

Maximising Multiplatform Audio within the media mix **boosts total campaign ROI**

+8% in the short-term (max spend 24%)

radiocentre

Source: WPP Media

WPP Media

High Gain Audio

Putting the learning into practice

radiocentre

The Radiocentre 3-step guide:

Amplifying campaign effects using multiplatform audio

STEP 1.

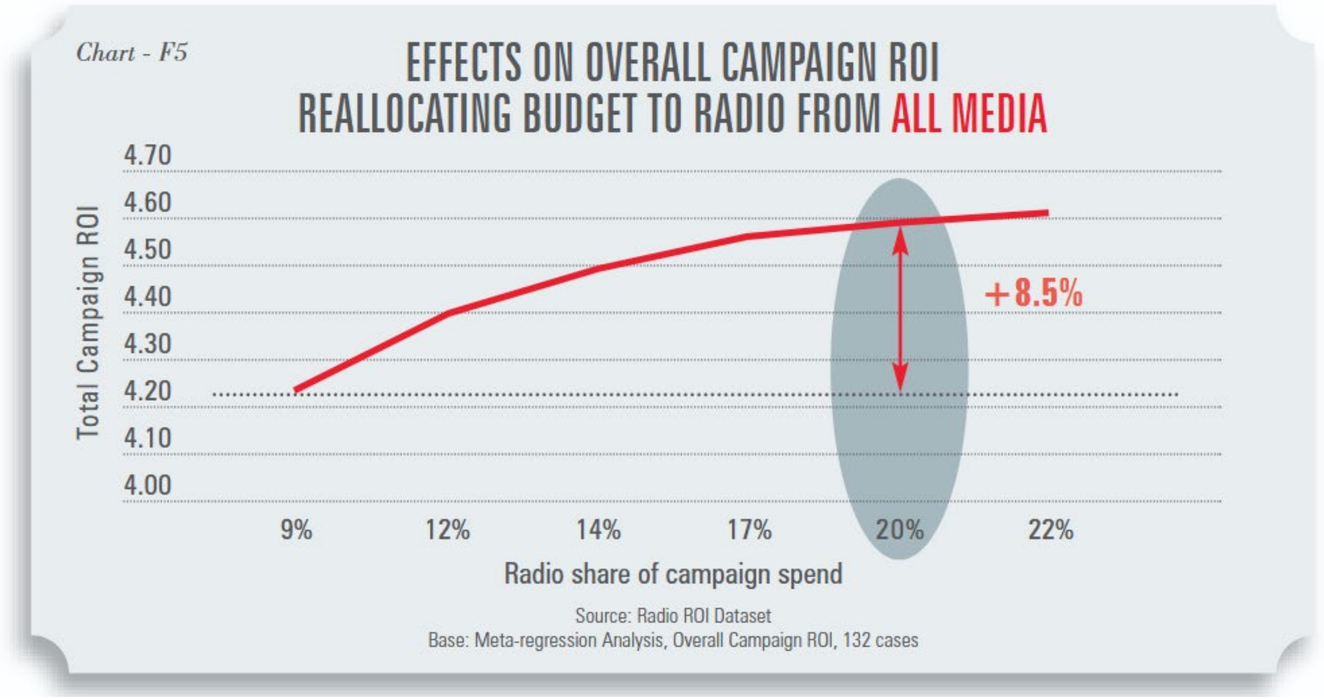
Be more ambitious with multiplatform budget allocation

RULE OF THUMB

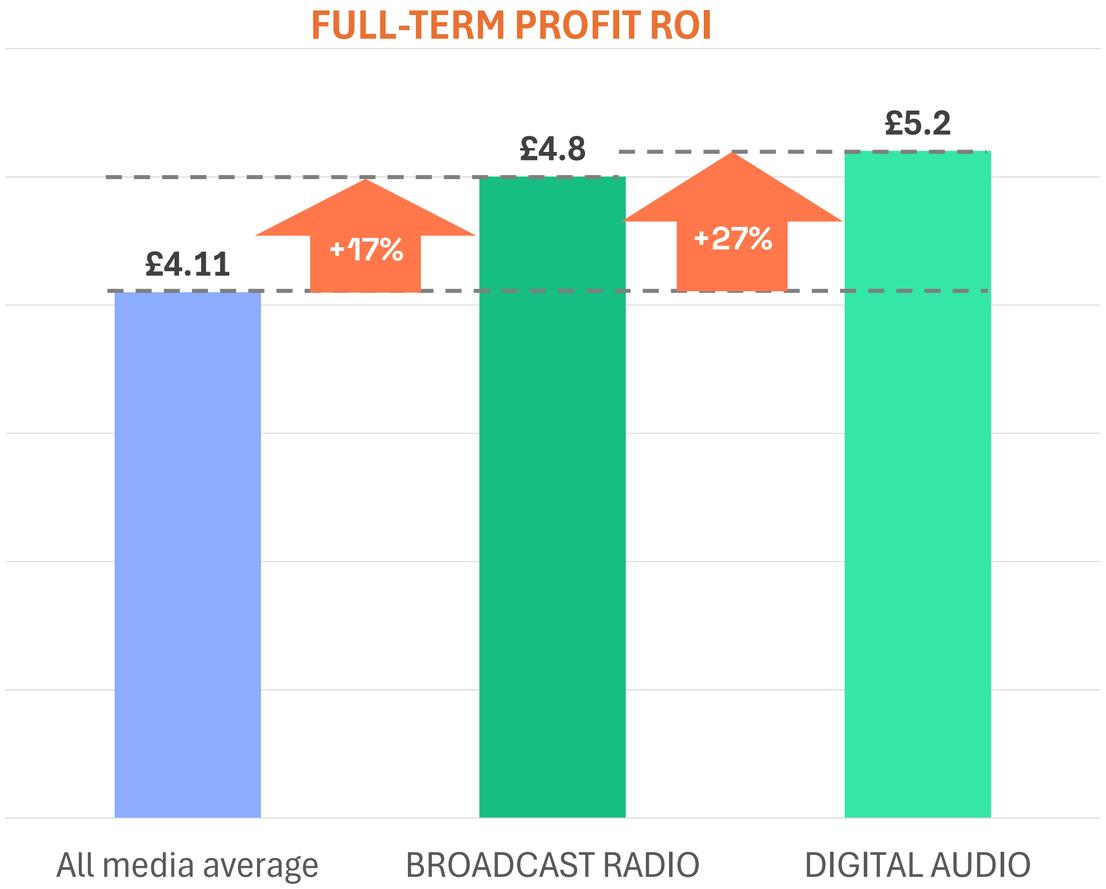
20%

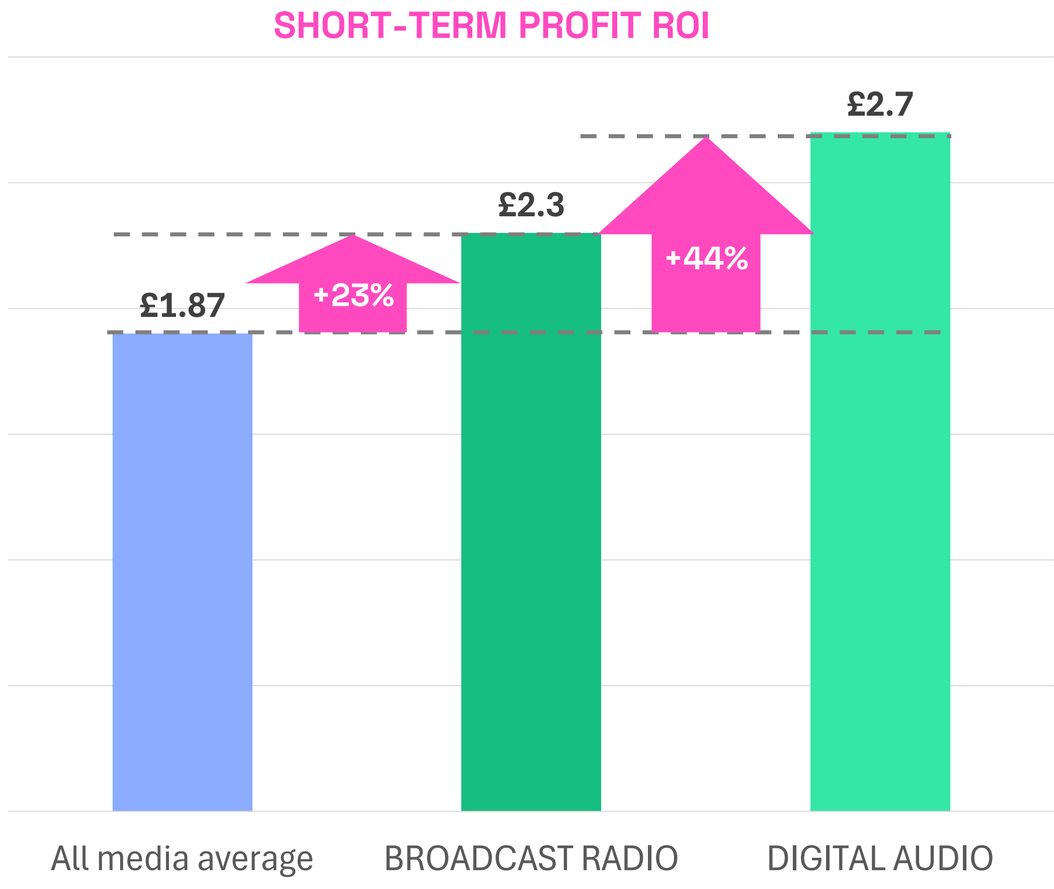
OF TOTAL MEDIA BUDGET

These findings echo evidence from our previous study Radio: The ROI Multiplier



Maximising multiplatform audio investment enables you to take advantage of above-average profit ROI

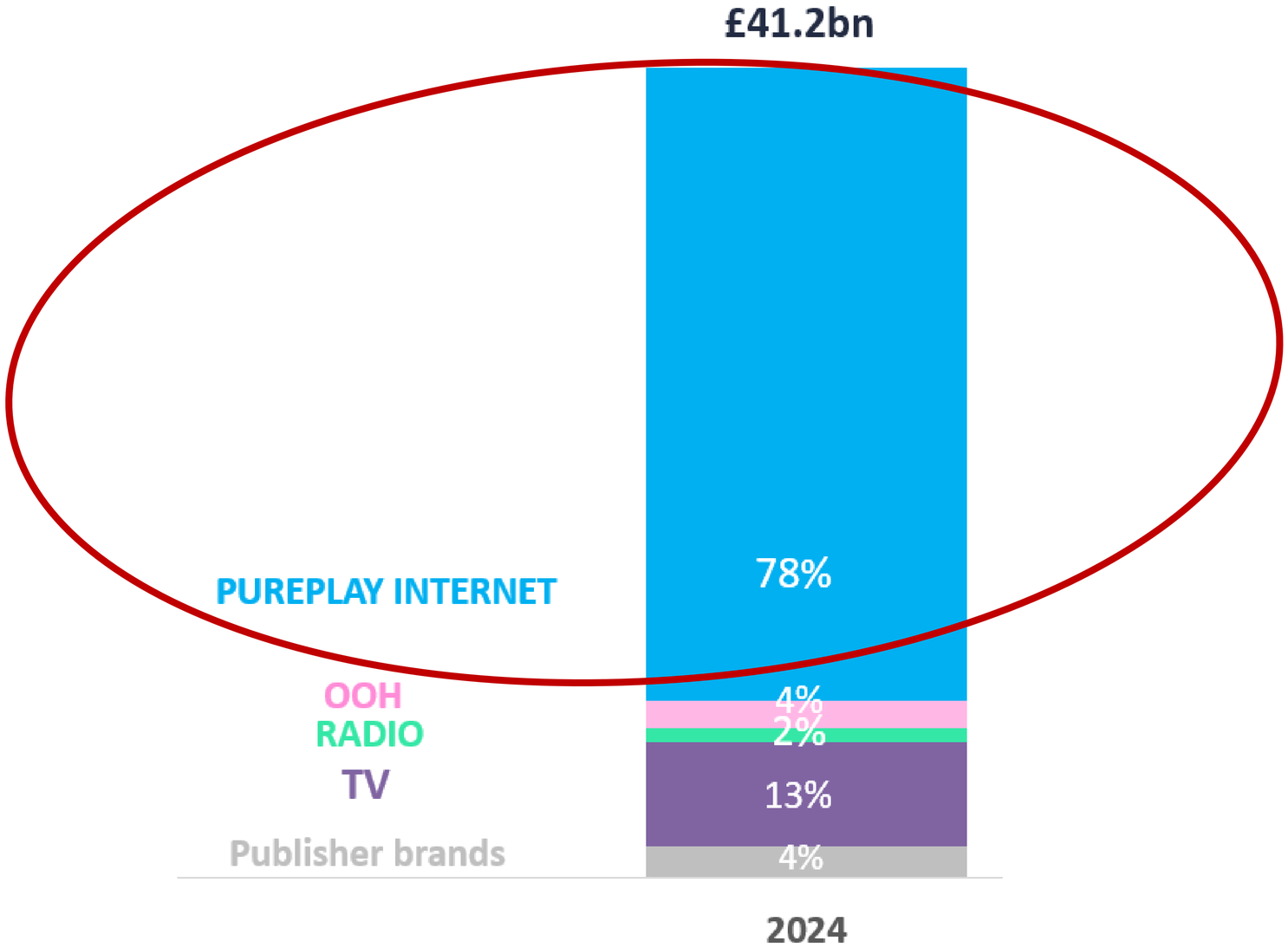




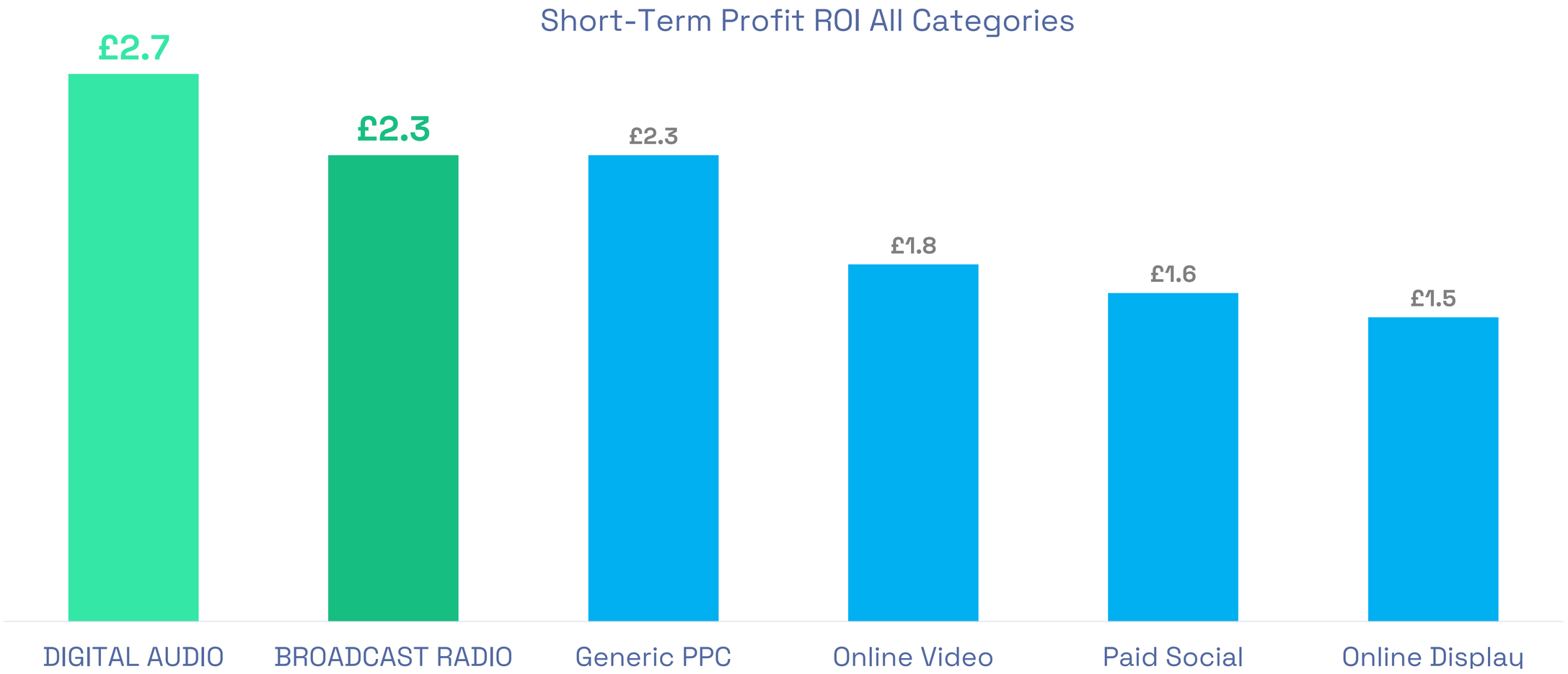
Base: Multiplatform Audio dataset (7 campaigns) vs. Total PA2 dataset

Source: WPP Media

Wondering where to source additional audio budget allocation? Starter-for-ten...

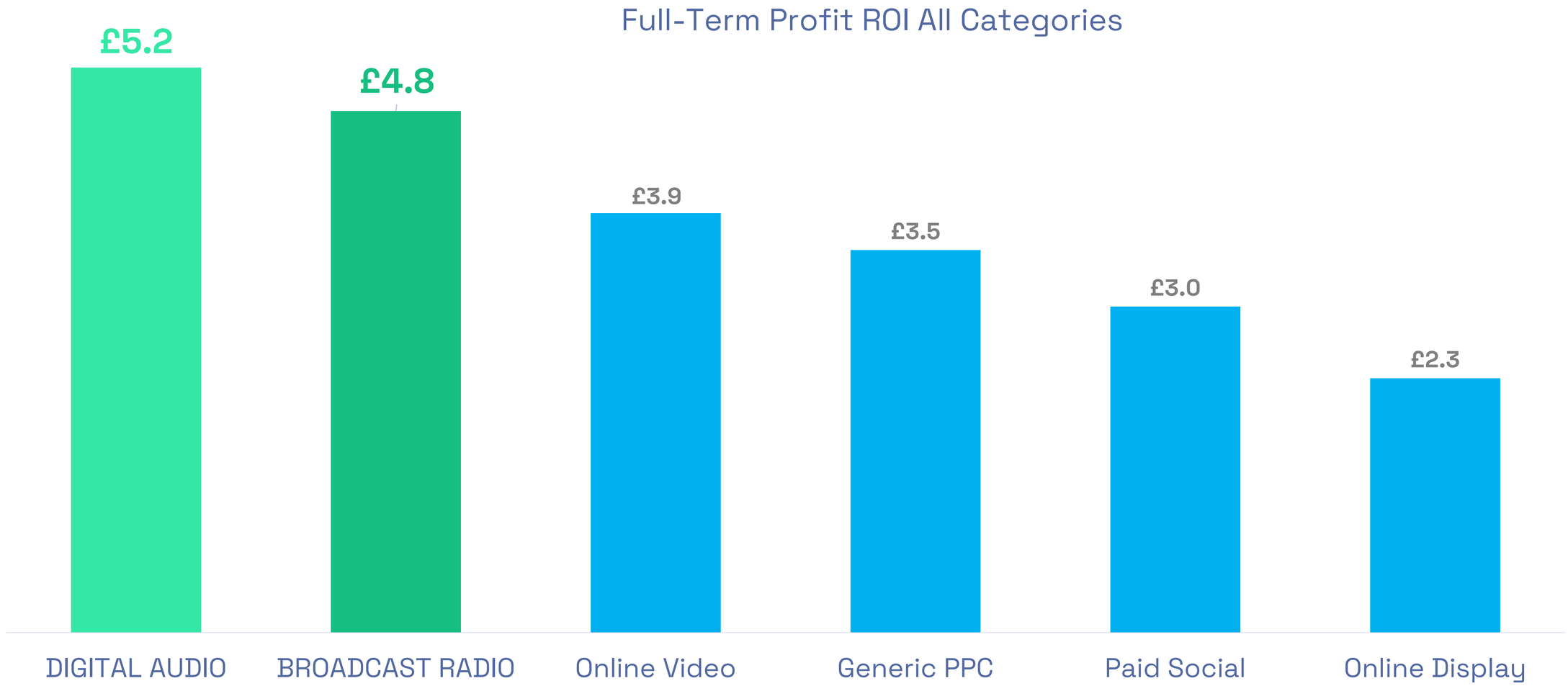


Short-term profit ROI from broadcast radio & digital audio significantly outperforms pureplay digital channels



Base: Multiplatform Audio dataset (7 campaigns) vs. Total PA2 dataset

Full-term profit ROI from broadcast radio & digital audio significantly outperforms all pureplay digital channels



Base: Multiplatform Audio dataset (7 campaigns) vs. Total PA2 dataset

WPP Media

The Radiocentre 3-step guide:
Amplifying campaign effects using multiplatform audio

STEP 1.

Be more ambitious with multiplatform budget allocation

RULE OF THUMB

20%

OF TOTAL MEDIA BUDGET

STEP 2.

Use digital audio to supplement not substitute broadcast radio

RADIO PLANNING Optimiser

MAXIMISE WEEKLY REACH

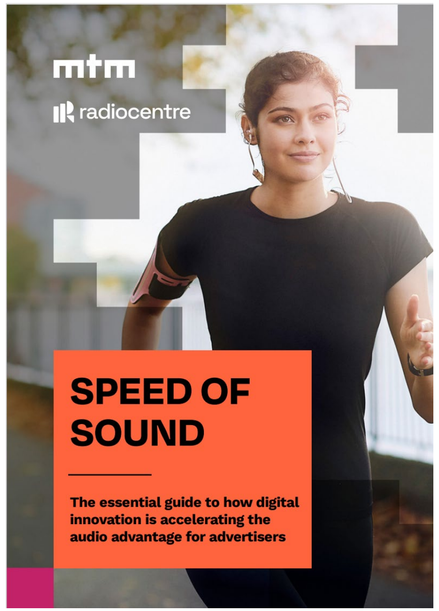
STEP 3.

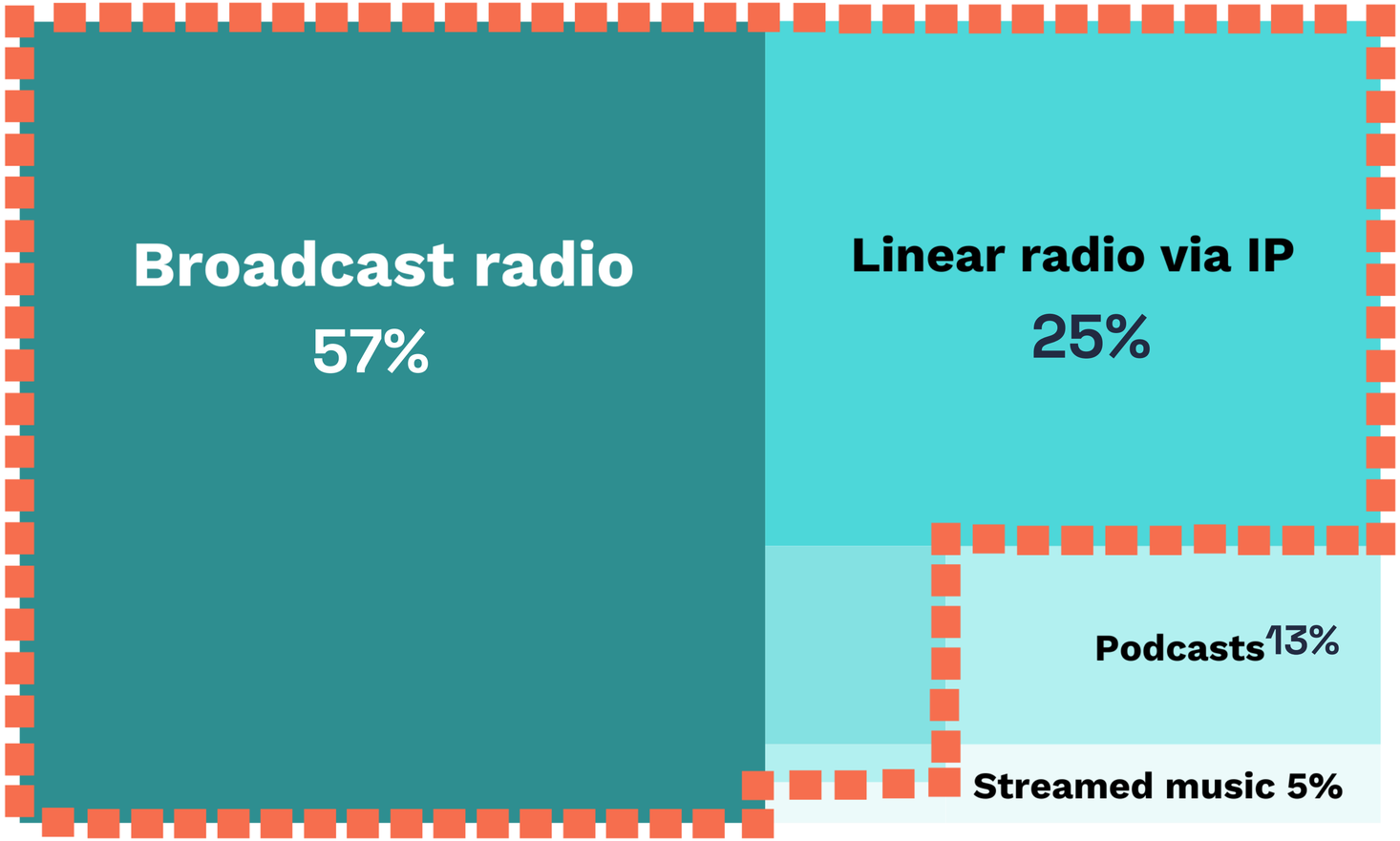
Evolve MMMs to understand broadcast radio & digital audio effects

J-ET

IMPROVE AUDIO INPUTS

Commercial broadcasters provide access to c.90% of UK commercial audio listening including digital audio and broadcast radio





radiocentre

Sources: RAJAR MIDAS Spring 2025 and Speed of Sound
Base : % Share of total UK commercial listening time by audio format

HIGH GAIN AUDIO

How to use multiplatform audio to amplify overall campaign ROI

See Radio Differently
at Radiocentre.org

radiocentre