



Leader in identity theft protection sees high engagement, direct response from radio campaign

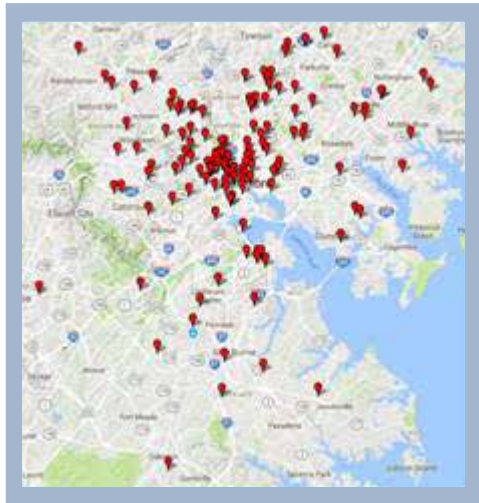
RADIO CAMPAIGN PERFORMANCE OVERVIEW



ABOUT THE AUDIENCE:

- **Aligned with 35-64 target demo**
52.2% of the exposed audience fell within this bracket. Denver/ Boulder market delivered 62.9%
- **Educated**
1 in every 2 attended college, 4 out of 5 have high school degree and/or some college
- **46% African-American or Hispanic**
- **More likely male 58%**
- **Overwhelmingly more likely to Share/Like**
in response to CTA (71% versus 14% for both Call and Start Membership/ Visit Website)





Map showing home location of NextRadio users in Baltimore who were exposed to the ad.

Spot Plays: 4,314

The Radio Buy:
7 Markets, 30 Stations
May 15 - Jun 15, 2017



TOP MARKETS BY EXPOSURE

- ✓ Baltimore, MD
- ✓ Las Vegas, NV
- ✓ San Francisco, CA

TOP FORMATS BY EXPOSURE

- ✓ Soft R&B
- ✓ Classic Rock
- ✓ Rock

TOP DAYS OF THE WEEK BY TOTAL LISTENS

- ✓ Tuesday
- ✓ Monday
- ✓ Wednesday

TOP DAYPARTS BY TOTAL LISTENS

- ✓ Evenings
- ✓ Mid-day
- ✓ AM drive

DEFINITIONS:

Impression Conversion = Percentage of unique NextRadio listeners who also viewed an in-app companion ad

Exposure = Percentage of unique NextRadio users who heard and/or viewed the campaign. NextRadio Average Exposure is 9.2%

Frequency = Average number of times a spot was heard per unique listener. NextRadio Average Frequency is 3.3x

DIAL REPORT™

Measuring radio in a digital world.

Dial Report provides the first measurement of radio performance and ROI. Brands and ad agencies get powerful insights about radio advertising exposure, audience demographic profiles, listener interactions and their location-based behaviors. Dial Report planning tools enable you to target radio buys with confidence.

Contact us to learn more about Dial Report

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