



Leading U.S. Auto Manufacturer Sees 32% Store Lift From Regional Radio Campaign

RADIO CAMPAIGN PERFORMANCE OVERVIEW



ABOUT THE AUDIENCE:

- **Solidly in the 25-54 demo**
53% of those exposed to the campaign fits this demo, 63% of the Bridgeport, CT audience did
- **Diverse**
27% were African-American, 26% Hispanic
- **Tend to be educated**
53% attended some college
- **Office Workers/ Professionals**
outnumber Blue Collar Workers 3 to 1
- **Slightly more likely Male 58%**



CAMPAIGN OVERVIEW

TOP MARKETS TO DELIVER THE 25-54 DEMO

- ✓ Bridgeport, CT 63%
- ✓ Monmouth-Ocean, NJ 58%
- ✓ Middlesex-Somerset, NJ 57%

TOP FORMATS BY LISTENS

- ✓ Adult Hits
- ✓ Top 40
- ✓ Sports

TOP DAYS OF THE WEEK BY LISTENS

- ✓ Wednesday
- ✓ Monday
- ✓ Tuesday

LISTENER INCOME

- ✓ <\$35K: 38%
- ✓ \$35-75K: 27%
- ✓ \$75K+: 35%



Spot Plays: 1,456

The Radio Buy:

12 Markets, 26 Stations
Jun 26 - Jul 16, 2017

DEFINITIONS:

Lift = Increase in in-store visits for NextRadio app users exposed to the campaign vs those users who were not exposed to the campaign

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

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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