

RADIO INSIGHTS

RADIO: AN ONLINE SEARCH DRIVER

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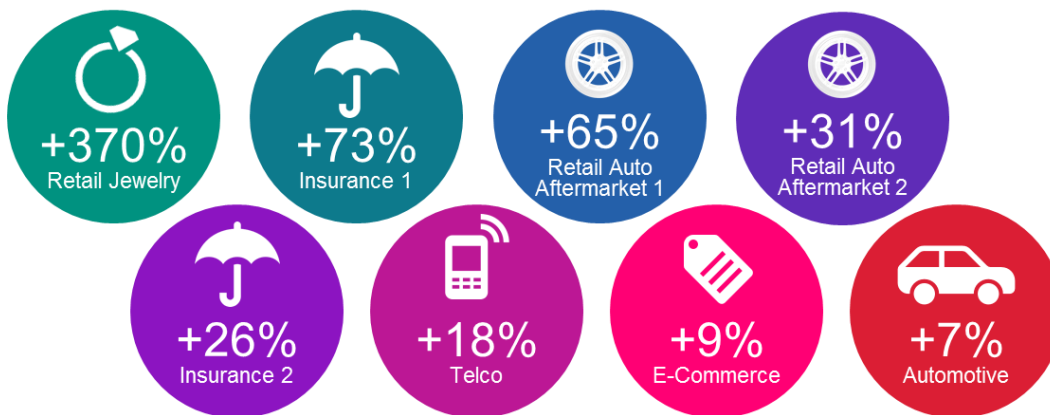
We already know that AM/FM Radio is used by more consumers than any other medium or platform out there. We know that brands see an increase in sales when Radio is in their media mix, and that it makes the other media work better. And now we can add a brand-new check mark in the “Radio Works” column: quantifiable proof that Radio influences consumers’ online behaviors – online search to be exact.

The Radio Advertising Bureau analyzed the Radio ad spend and online search volume of brands across several categories, spanning jewelry, insurance, telco, auto, and e-commerce.



The result: Radio advertising drove an average +29% incremental lift in Google searches. Every tested brand showed a Radio-generated search lift, and the top performers achieved from 2x to over 11x better results than the average.

Radio-Generated Lift in Online Search – By Brand



The latest estimates show that 7 out of 10 consumers use search engines at different point in their customer journeys, from discovery, through consideration and purchase. AM/FM Radio is certainly in a prime position to influence consumers on their path to purchase.