

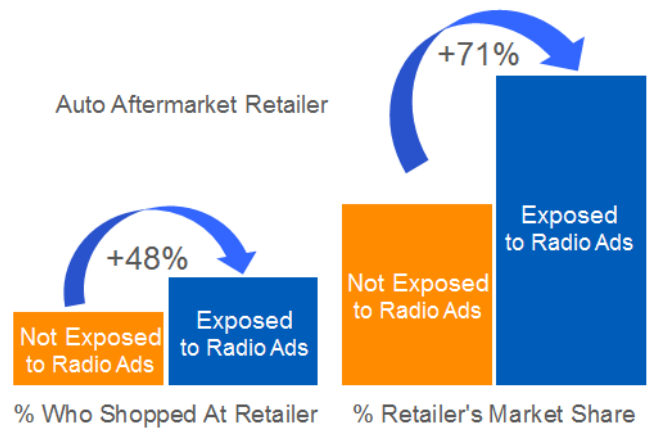
RADIO INSIGHTS

RADIO RETURN GROWS TO \$10 FOR EVERY \$1 SPENT NEWEST STUDY: RADIO IMPROVES AUTO AFTERMARKET BUSINESS

by Mary Beth Garber | EVP, Marketing Strategy | Katz Media Group

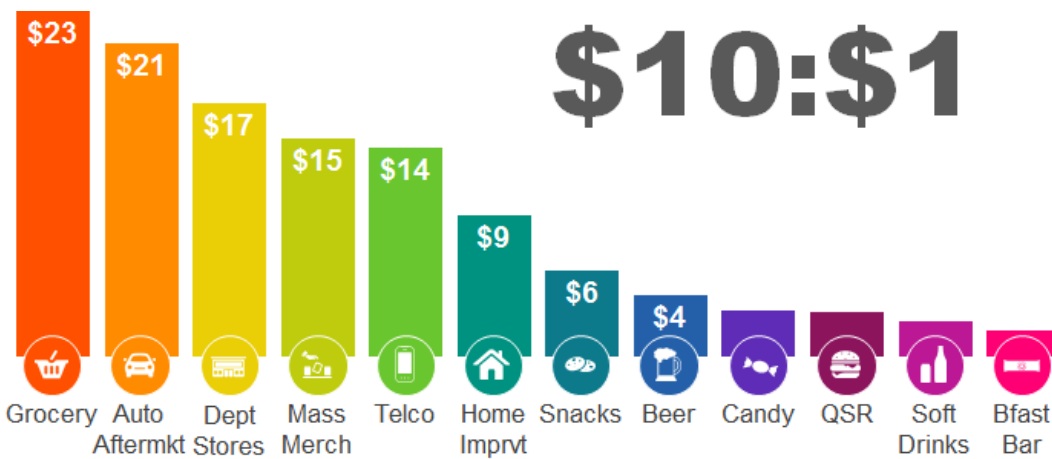
RADIO'S RETURN ON AD SPEND DELIVERS \$21:\$1 FOR AUTO AFTERMARKET RETAILER

A new study from Nielsen and Cumulus/Westwood One reveals how well Radio worked for an Auto Aftermarket retailer – and how poorly, in comparison, *not* using Radio performed for them. Like most Return on Ad Spend (ROAS) studies, this linked Radio ad exposure with actual purchases made by those exposed – and conversely, was able to make the same comparison for those not exposed to the Radio ads.



Nielsen proved that using Radio drove 48% more customers to the stores and generated a greater share of market for the advertiser (+71%). Helping feed the market share growth were new customers – to which AM/FM exposure contributed a 64% increase. As a result, Nielsen was able to verify that for every \$1 spent on Radio, the client received \$21 of incremental sales.

RADIO'S RETURN ON AD SPEND CONTINUES TO RISE AS MORE STUDIES ARE DONE



Every study conducted by Nielsen that attaches Radio ad exposure to money spent on the product or at the store shows that all campaigns with Radio in the mix deliver **more buyers** who **shop more often** and **buy more per trip** – generating, to date, an average return of \$10 for \$1 of ad spend.

RADIO DELIVERS SALES AND ROAS

Source: Nielsen Studies 2014 - 2016