

PAYBACK PER \$1 AD INVESTMENT

Research Compendium : Radio Multiplier ROI



\$5.42CAD



Custometrics ISPD (Incremental Sales per Dollar)

In 2012, Bell Media (Astral - Radio) commissioned a study by CUSTOMETRICS, a Canadian company that specializes in predictive modelling analytics, to evaluate the value of RADIO within multi-channel campaigns. The results of ten years of aggregate data is impressive; **RADIO at \$5.42 outperformed the \$3.24 average.**



£7.70

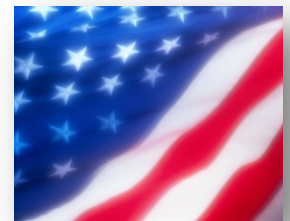


ROI Multiplier

The RAB-UK's 2013 research study '**RADIO: THE ROI MULTIPLIER - Unlocking Advertisers Millions**' demonstrates how radio can unlock substantial amounts of untapped revenue for local advertisers. Results have revealed that **brands using radio get their money back nearly eight times over on average** and in many sectors (including Retail, Automotive, Leisure & Entertainment, Finance and Travel) radio offers the best ROI of any media.



\$6.21USD



ARF 2014: **Nielsen Catalina Solutions** Announces First Major Single-Source Measurement Study for Radio Advertising in collaboration with Nielsen Audio & Clear Channel. The sales impact was measured for the specific media buys of 10 brands, each of which had different combinations of radio networks: **Radio Advertisements Deliver Six Dollars in Sales for Every One Dollar in Ad Spend.**

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CUSTOMETRICS 2012

Incremental Sales per Dollar Spent (ISPD)

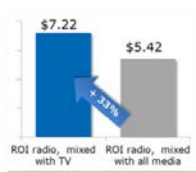
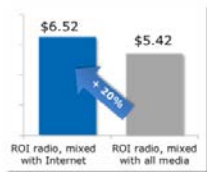
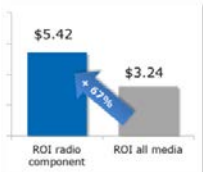
Radio has a leverage effect on the performance of other media. Optimize ROI with RADIO – sweet.



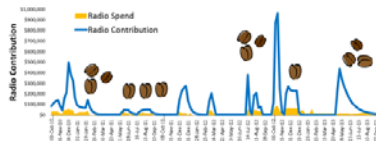
All MEDIA channels combined:
\$582 Million
\$5.42 of additional sales for every dollar spent in RADIO.

RADIO + Digital:
All Media \$119 Million
Deployed budgets
Radio: \$4,264,000
Digital: \$8,419,000

RADIO + TV:
All Media \$468 Million
Deployed budgets
Radio: \$20.4 Million
TV : \$161.6 Million



COFFEE QSR – 'RADIO Drives Traffic' Results



MEDIACOM BUSINESS SCIENCE

Total Radio

Deliver a year-long branding message, as well as campaign-specific promotional support.

Return On Investment => Average \$4 ROI : \$1 Spent

Demonstrated \$4 dollars of sales were returned for every dollar spent on RADIO. Excellent main-stay media channel with digital spend supporting each campaign.

During High Promotionally Driven Campaigns => \$8 ROI up to \$29

Significant spikes in radio-attributed sales during the campaign periods drove the strong ROI for the channel, even while supporting the long-term brand health goals. Triggered by significant investment in RADIO > optimally used actionable offers.

What Medium Scores Highest ROI? It May Be Radio

Nielsen Catalina Study Shows Big Returns for Small Outlays

Published on March 25, 2014

RADIO PAYBACK

Per \$1 Ad Investment



Ratio of incremental sales revenue per thousand to advertising cost per thousand = Payback
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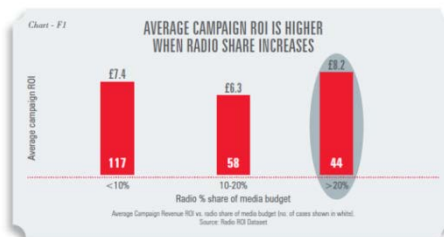
A study from Nielsen Catalina Solutions, which combined data from Nielsen's newly acquired radio-audience measurement business with shopper-card data from Catalina reports based on 10 brands that advertised on Clear Channel reports a sales lift of more than \$6 for every \$1 spent on radio ads.

The Nielsen Catalina analysis doesn't need big budgets to measure results, since it can glean ad exposure and purchases directly from households – a total of 14,000 in this case that had both their radio listening tracked with Portable People Meters and their retail purchases tracked by Catalina.



<http://adage.com/article/media/surprise-radio-beats-return-investment/292305/>

RAB UK > RADIO: THE ROI MULTIPLIER



The Main Headlines...

Brands using radio get their money back nearly eight times over on average and in many sectors, radio offers the best ROI of any media.

Using more radio boosts overall campaign ROI: if existing budgets are reallocated from other media to give radio a 20% share of spend, overall campaign ROI increases by 8%.

*Unlocking Advertising's MISSING MILLIONS : <http://rab.co.uk/roi/multiplier/index.html>



It all stacks up as a sweet story for RADIO



Leverage effect on other media

Significant spikes in ROI during promotionally driven campaigns

Radio Payback – Big Returns for small outlays

Using more radio boosts overall campaign ROI

Contact your Bell Media Sales Representative to review the complete Research Compendium.

