



Audio Amplification

The Return on Ad Spend

 Audacy | 

Drive Dramatic Lift in Sales by Balancing Your Media Mix

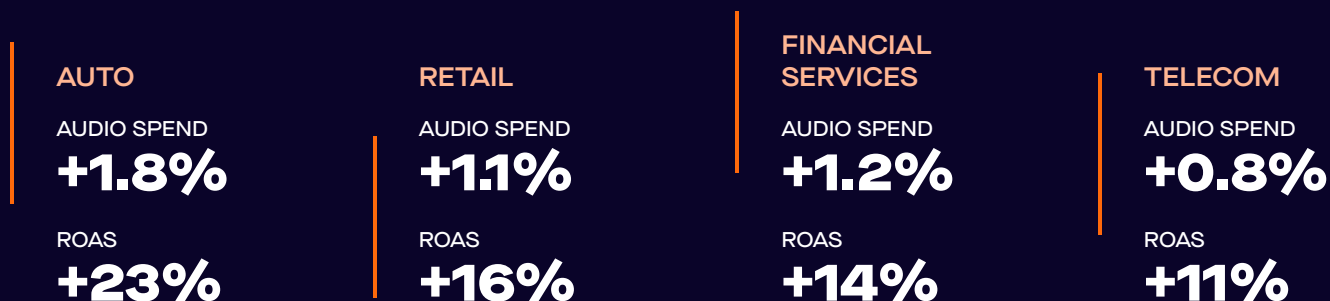
With tight ad budgets and competing priorities, marketers need to be very smart about where they put their marketing dollars. The goal is simple - find the media channels that convert. But how do brands know what the optimal spend level is for each channel... follow the money.

Audio paves the way. It's the medium with the broadest reach and deepest engagement. And it means business. A Neustar analysis of more than 40 national advertisers' media mix performance confirms: Audio moves the needle big time. Shift +1.2% of your media investment to audio and you will increase your ROAS as much as 23%.

Marketers who optimize their audio budgets are already getting ahead in their categories. This is your opportunity to seize. Here's how to catapult your brand to success:

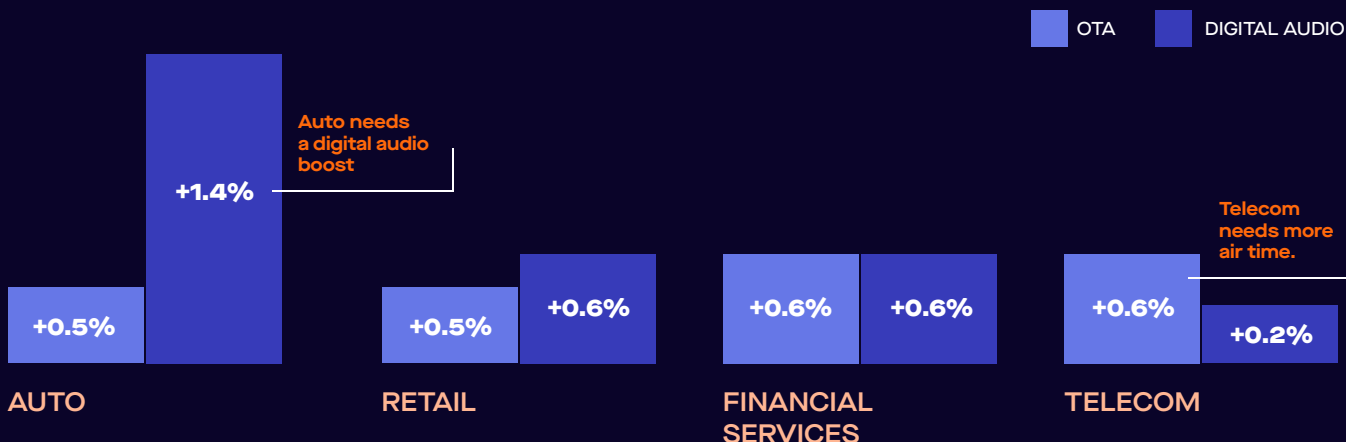
1. Optimize with audio to knock it out of the park:

Whether we're talking about cars, commerce, credit cards or smartphones, the message is clear. Audio adds tremendous momentum to media campaigns. And a slight shift of dollars to optimize audio brings significant returns:



2. Balance your audio act:

The key to winning with audio is to boost both OTA and digital audio allocation. As the Audacy Total Audio study shows, when OTA is coupled with digital audio, advertisers see a +55% increase in sales. Neustar analysis underscores the same takeaway. Together, stronger. OTA plays a significant role in driving sales, along with digital audio. And there is a need to dial things up across categories.

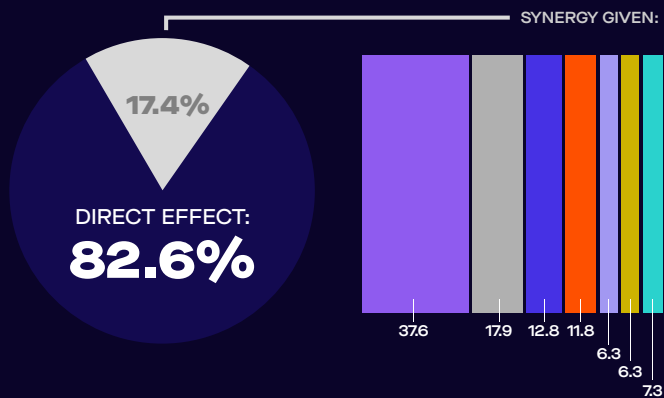


3. Turbo-charge your media plan:

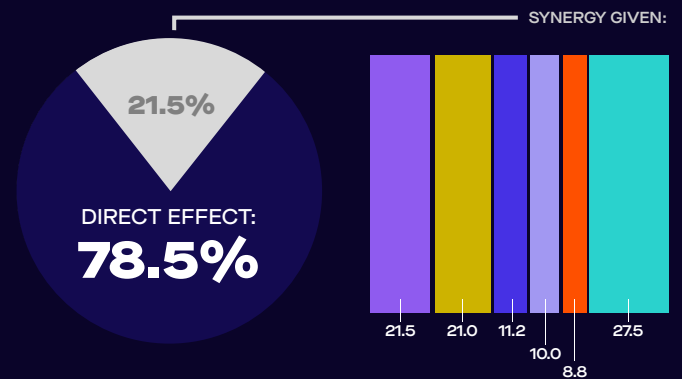
Marketers who include audio in their mix enjoy a win-win solution. Across categories, audio has a direct impact of 74% to 83% on sales. Audio amplifies other media's performance as well. **It lends its influence synergistically:** It makes your TV work harder. It makes your paid search work harder. Same for video. And so on...

■ TV ■ OUT OF HOME ■ ONLINE VIDEO ■ ONLINE DISPLAY ■ PAID SOCIAL ■ PAID SEARCH ■ DIRECT MAIL ■ ALL OTHER MEDIA

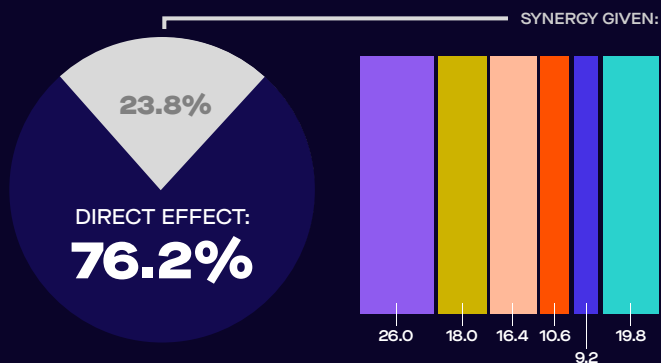
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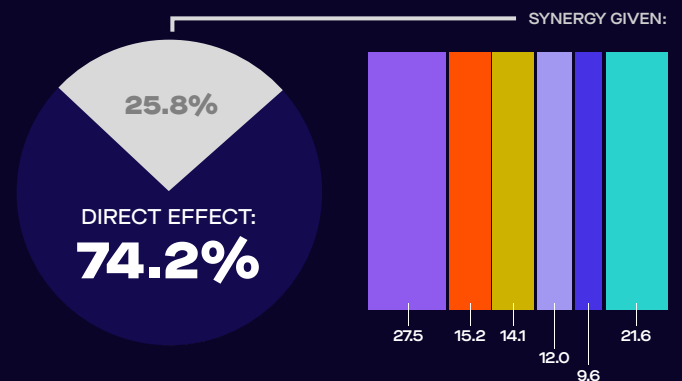
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FINANCIAL SERVICES

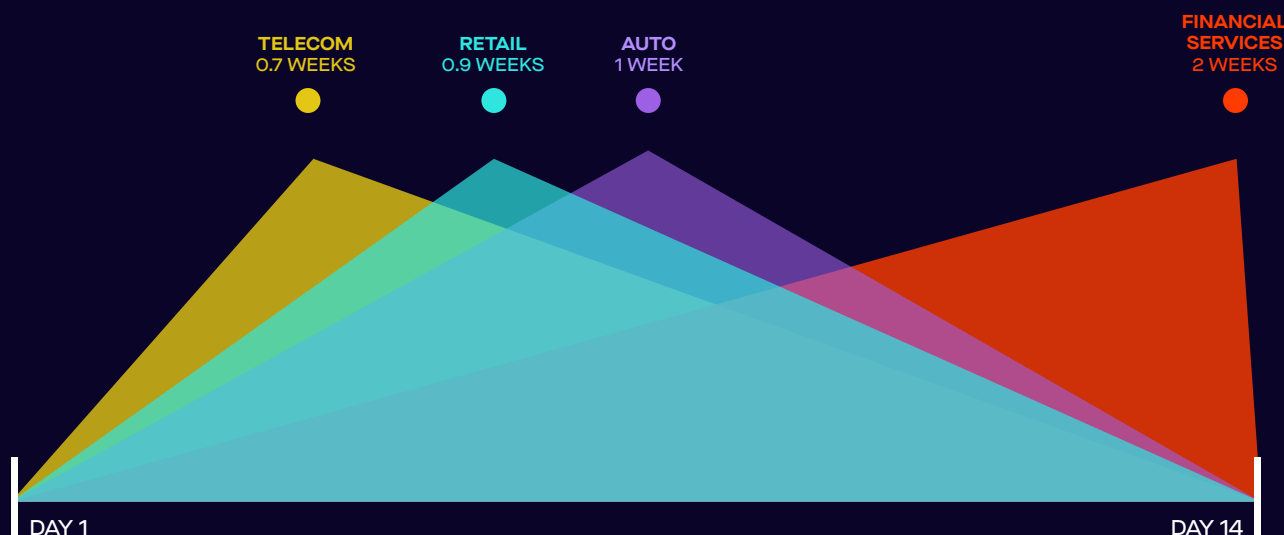


TELECOM



4. Deliver. Fast.

Who is not under pressure to show results? We used to live in a world where quarterly results determined immediate next steps, and that was hard enough. In the post-COVID era, we also need to navigate changing consumption patterns and media habits. We need to keep an eye on macro economic trends and stay attuned to local needs. To succeed in this complex new world order, audio is the way to go. Audio is the beat of the nation. **It works fast** and yields results. An overview of performance across auto, retail and telecom industries shows that audio impact **peaks within the first week of activation**. With the right measurement plans and tools in place, audio enables marketers to show progress against their goals -- in the time they need.



5. Make a lasting impression.

Ever tried skipping a rock on water? It's rare for that rock to arch more than two or three times over water. And yet audio is like a rock that keeps breaking through as it lunges towards the horizon. The Neustar analysis shows dollars spent on audio go a long way. Audio impact is far from a disappearing act. Audio delivers quarter after quarter, with **effects lasting up to 21 weeks**. Marketers investing in audio can count on continued success.



Takeaway

In today's cluttered landscape, reach alone is not enough to break through, engage and convert. Brands need meaningful connections with their audiences through all the moments that matter. Audio has vast reach -- more so than linear TV. It speaks to people's hearts and minds. And it holds attention much longer than a social media post. It delivers solid results. Leader brands are already taking notice and jumping on the audio trend. Financial Services ratcheted up its audio ad spending in recent quarters, bumping investment by 46% year-over-year, according to actual spending figures compiled by Standard Media Index. Review your media plan now and follow the money to audio.

Methodology

The Audio Amplification: The Return on Ad Spend study is a meta-analysis conducted by Neustar. It incorporates 40+ advertiser models from the past three years, across auto, retail, financial service and telecom sectors. It encompasses 14+ media touch points, including audio. The sample of advertisers for this study includes:

5

Major Automakers

24

Retail Brands, including 7 big box stores and 4 department stores

12

Major Finance Brands, including retail banks, brokerages and financial services firms

5

Telecom Carriers

For more information, contact Idil Cakim, SVP of Research & Insights at idil.cakim@audacy.com or your Audacy account representative