

# Total Audio Amplifies

## AN ATTRIBUTION CHANNEL STUDY

This guide provides audio  
campaign performance insights,  
and reveals a stunning result:  
**Advertisers Double Conversions  
With a Combined Digital and  
Over-the-Air Audio Strategy**





# Advertisers are seeing double the returns when they combine digital audio with over-the-air radio

In the U.S., audio reaches more adults than any other media channel - and drives conversions, whether that's a visit to an advertiser's website, or an online purchase. It is a proven medium that has helped advertisers drive business results for many years. But audio is also innovating, rapidly expanding in recent years via digital streaming, through smart speakers in the home, and of course, via the rapid growth of podcasting.

At Audacy, we help advertisers maximize their audio campaigns across all forms of audio content. Together we select the best creative, consider endorsements, determine spot length and target audience, and more. And the question we hear most often is: "What will work best for my goals: digital audio, or over-the-air (OTA) radio?"

Our recent study provides the clear-cut answer: **both.**

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Digital audio campaigns work harder when broadcast radio is turned on, whether the goals are web visitation or sales. It's a competitive advantage for brands and agencies that implement a multi-channel 'total audio' strategy.”

Sergei Peysakhov, Senior Director, Measurement & Insights, Audacy



# A Sound Approach:

## Combining Digital Audio and OTA Adds Up to More Powerful Performance

### WEB CONVERSATIONS: 99 Percent Stronger

Advertisers fully invested in audio have long understood that there's an amplification effect when they deploy a comprehensive audio plan. While there's some overlap between OTA radio listeners and streaming audiences, there's a clear extension in reach when both digital and OTA campaigns are 'turned on'. Audacy carried out a study where we evaluated digital audio campaigns that had an Over-the-Air companion for part of the flight, and no OTA for another part.

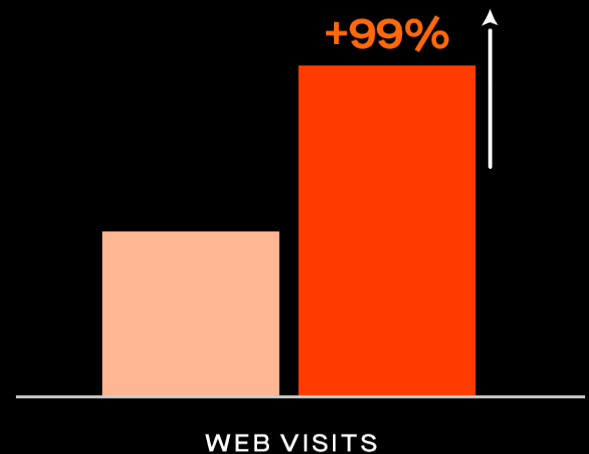
The findings were clear and stark - digital audio campaign performance was 99 percent stronger at driving web traffic when coupled with an OTA program, as opposed to when digital audio ran alone. Those results were consistent across industries including home services, eCommerce, and financial services.

### SALES CONVERSIONS: 55 Percent Stronger with Total Audio Strategy

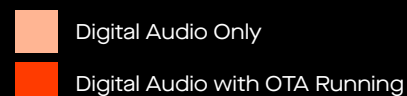
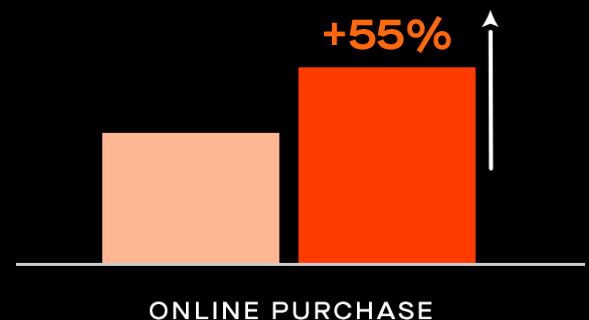
Of all the advertising key performance indicators we track, purchase and subscription conversion are the most critical. Advertising partners integrated into our attribution platform get to see — in near real-time — how much of their ad-exposed audience completes a purchase.

Our study showed that, on average, multi-channel audio campaigns increase digital sales by a stunning 55 percent. DTC campaigns for supplements do even better, with a 62 percent increase. Luxury brands with high average order values also enjoy a nearly 50 percent increase when they combine digital audio with OTA.

### WEB CONVERSATIONS: Per 1,000 Impressions



### SALES CONVERSIONS: Per 1,000 Impressions



## CASE STUDY:

# Lawn Care Brand Proves Success with Radio & Streaming Audio

For seasonal industries like lawn care, there is a critically narrow time window to reach target audiences and convert them to customers. This national brand initiated an audio campaign to drive new leads during their critical spring season.

Audacy activated targeted Radio and Digital Audio campaigns to drive web visits, leads and online conversions.

### RESULTS:

**Audio drove stellar conversions performance**

**Web Visitation:** 80,000 web visits

**Leads:** 2,600 web form converted leads

**Cost per Lead:** 40% CPL efficiency gain compared to brand's target CPL

### TOTAL AUDIO AMPLIFICATION:

Conversions and leads were amplified when Digital Audio campaign was coupled with OTA Radio, compared to weeks with digital campaigns only.

Web visitation rate jumped 16% higher, and lead conversion rate increased by 21% when both OTA and digital audio were running.



**16% HIGHER**



**21% INCREASE**

## Develop an Audio-First Strategy

Today, the question isn't digital audio or OTA — it's how to reap the benefits of a total audio strategy. Brands and agencies have a significant opportunity. Don't just carve out which slice of the overall media budget will go to audio, and stop there. Develop an audio-first strategy. Our data-driven insights confirm that your ad budget will work harder and go farther with a total audio approach - one that leverages the strengths and incremental reach of Over-the-Air Radio + Digital Audio.

## Methology

Audacy partners with attribution expert Claritas to measure digital conversions. Using web pixels, Claritas "tags" advertising inventory, website visitation, and purchases. Then, using identifiers, it links each of those elements to individual households within its comprehensive U.S. Household Identity Graph. This cross-device and "listen-through" methodology clearly ties ad exposure to conversion.

Using a natural experiment (rather than a designed study), we tracked a digital audio campaign running with and without OTA. Each campaign ran for four weeks and involved comparable spending.

The result? Pairing digital audio and OTA delivered more web visits — and more sales conversions.