



THE MARKETER'S GUIDE TO AUDIO

Busting the biggest myths in media

THE AUDIO ADVANTAGE

The #1 reach medium

96% listen to Audio daily

Most engaged audience

61% of Audio fans listen through ads, compared to just 19% of TV viewers


Remarkable ROI

Audio drives 12% higher purchase conversion than TV

The ultimate goal for advertisers, large or small, is to get customers to like you, secure their loyalty, and ultimately claim a larger share of the consumer purchasing pie. And amid a seemingly endless buffet of advertising options, more and more advertisers are turning to Audio for unparalleled reach with the most engaged audience.

It's a medium that resonates deeply, compelling listeners not only to listen, but also to act. That's why savvy advertisers are embracing Audio like never before.

Ready to learn how to make Audio work for you? We're excited to share the guide for mastering the art of Audio advertising.



Busting media myths

Today's media landscape offers more advertising channels than you can count. And with all the buzz around trends, media darlings, and viral results, it's easy to get caught up in the misconceptions about what works and what doesn't.

But fear not, because we're going to bust through those myths like a hot knife through butter. So grab your headphones and get ready to tune in as we debunk some of the most common misconceptions about Audio advertising.

Myth - All I need is TV.

Truth

Audio delivers more impact than TV.

We all watch TV. We get hooked on our favorite shows and excitedly binge the latest releases. But even with all the traditional, cable, CTV, and other options, TV is just one channel to consider. And you may be surprised when you dive a little deeper to find the truth about reach, attention, cord-cutting, and performance.

TV'S REACH IS DWINDLING

Nielsen reports that Audio consumption has soared past TV – leaving the action between our ears as the biggest game in town for reaching consumers.

Audio's reach is:

+10% above
live+time-shifted TV

+13% more
than connected TV
(CTV) viewership

2x
the attention of TV

Source: Dentsu Attention Economy Study with Lumen Research, June 2023, Base 30 second (n=1452); Radio attention is inferred audio attention based on visual attention using MICE methodology. Radio = 12,580 Attentive Seconds; TV = 5,934 Attentive Seconds

We're watching fewer TV shows —
and as more and more of us skip and scroll through those dreaded commercials, their advertising impact becomes less and less.

What do viewers do during TV time?

55% grab their phones

28% go on their laptop

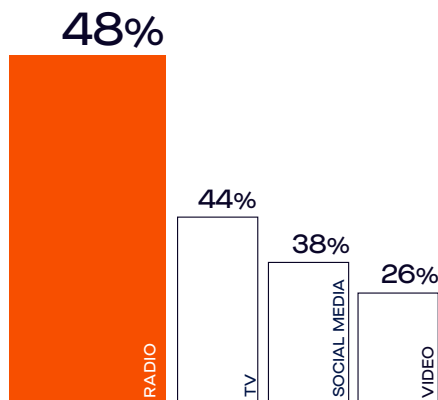
24% use a tablet

Source: TiVo Q4 2021 Video Trends Report

RADIO BEATS TV FOR DRIVING PURCHASE

It's true that TV drives conversions and purchase better than many video and display channels. But one of the only channels putting up a better performance — Radio — gets advertisers across the finish line with 12% higher purchase conversion.

MEDIA-DRIVEN PURCHASE CONVERSION



Source: Nielsen, Commspoint Influence; Channel rankings consider cost and include U.S. MRI Simmons 2022 data; Audio = Radio ads, streaming Radio ads, and podcast ads

MORE RESULTS – SAME BUDGET

Worried about how you can afford to add radio and digital Audio channels to your media plan? The truth is, shifting even a small TV budget over to Audio can dramatically increase your reach without taking an extra dollar out of your pocket.

After shifting 10% to Audio, marketers typically garner between 10% and 40% increase in reach for the same budget.

Myth - Apps have all the audience.

Truth

Pureplays can't compete with Audacy's cross-platform reach.

While the rise of digital Audio may have shined a spotlight on pureplays, what's easy to overlook is that Spotify and Pandora only bring a sliver of their audience to their advertisers. A significant portion of the listening audience simply opts out of hearing advertising with paid subscriptions.

The only way your brand will have a voice is on ad-supported platforms.

And Audacy is a leader in ad-supported Audio, with content reaching 200 million listeners.

PUREPLAYS CAN'T COMPETE WITH AUDACY'S CROSS-PLATFORM REACH

A 200M

Spotify
48.6M

pandora
41.2M

Source: Most Current Data by platform: OTA: Nielsen Audio, Fall '22, 4 week cume, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets, All Audacy O & O stations, All Audacy affiliates of Audacy produced content for: CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Carson Daly Show, Texas State News Network, Michigan State News Network Streaming: Oct'22, Triton Digital, Google Analytics, comScore VMX, Podcast: Oct'22 Pro Forma Combined Podcast Listeners. De-duplication using Edison Research Infinite Dial '22 factors; Spotify and Pandora Q2 2023 Earnings Reports

"Our clients are looking for Audio campaigns that cut through the clutter and drive consumers to take action. That's the beauty of radio and digital audio advertising. By leveraging trusted shows and familiar voices, audio ads spark emotion, become more memorable, and compel our fans to purchase, explore online, and visit stores — more effectively and efficiently than every other media choice."

Jenny Nelson, EVP, Marketing Solutions & Strategy, Audacy



Myth - Those youngsters don't listen... to Audio.

Truth

Gen Z listens to Audio daily.

Who says younger audiences don't listen to Audio? Not us! Gen Z, the youngest adult audience on the block, is tuning in to Audio a lot more than you might think, shaking things up and bringing a fresh perspective to the game.

GEN Z CONSUMES MORE RADIO THAN TV

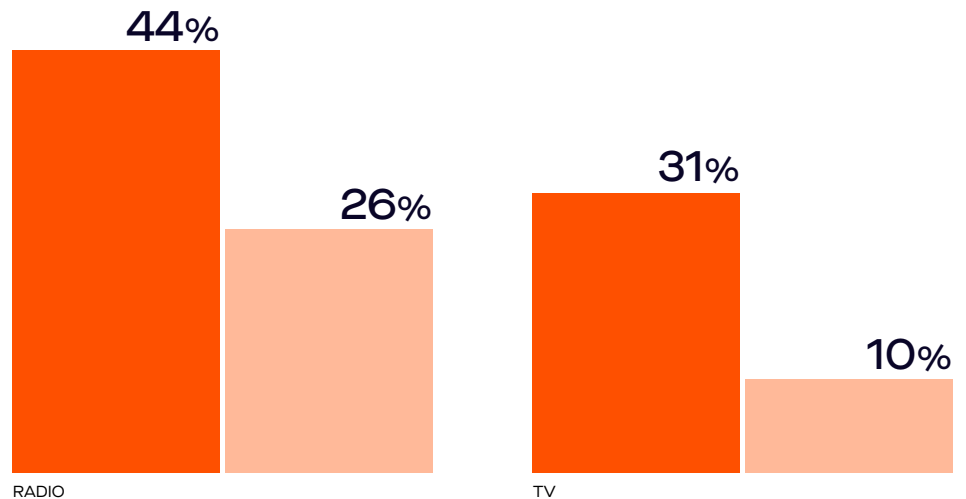
Gen Z media habits define the great divide between radio and TV that exists today. Almost half of Gen Z listen to AM/FM radio regularly, and more than one-in-four (26%) are dedicated radio listeners.

One of the reasons for this radio resurgence is accessibility. Younger listeners can stream radio from their phones or on smart speakers at home. And they don't need a paid subscription. But it's not just about convenience. Gen Z is also drawn to the sense of community and connection that radio and podcasts offer.

In a world that's increasingly dominated by mindless scrolling, radio and podcasts provide teens and young adults with a refreshing break from the noise of everyday life.

PERCENTAGE OF GEN Z ADULTS WHO USE RADIO OR TV

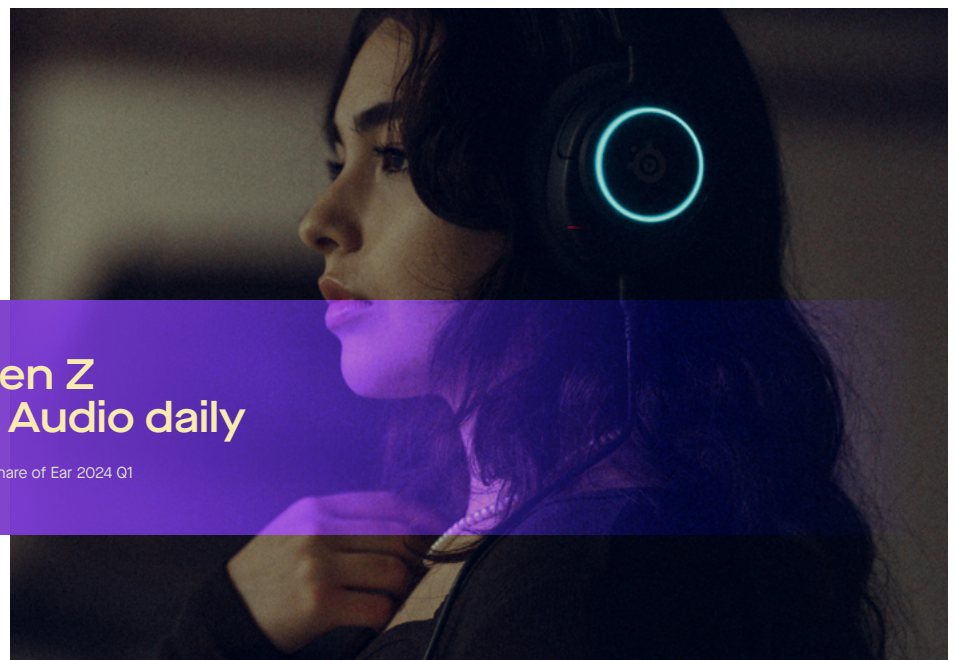
REGULAR USERS DEDICATED USERS



Source: Nielsen Scarborough, Research, Market/Release: Scarborough USA+ (Current 6 Months Only) 2022 Release 2 Current (Dec 2021 - Nov 2022), Base: Total Adults 18+ Projected: 260,625,948 Respondents: 101,996, Enhanced targets: Generations: Gen Z (ages 18-24), Media Quintiles

96% of Gen Z
listens to Audio daily

Source: Edison Research, Share of Ear 2024 Q1













Myth - I can't measure Audio.

Truth

You can track, measure, and analyze results for any broadcast and digital audio campaign.

In our Instagram world, it's "pics or it didn't happen." In advertising campaigns, it's "measure or it didn't matter," because if you can't tell how a campaign fared, what's the point?

If you think that broadcast and digital Audio campaigns are untrackable and immeasurable — think again. That's the biggest myth of them all. We provide brands with solid radio, digital Audio, and podcast campaign attribution results all the time. We can show you the money... And the web visits... And the foot traffic. With the right partners, and the continual advances in measurement, AI-driven optimization, and advanced audience targeting — getting a real grip on cross-device attribution and ROI is clearer than ever. **So, which metrics matter most?**

KPI	MEASUREMENT GOAL	PARTNERS
Foot Traffic	Use geofencing to measure in-store visits.	FOURSQUARE  claritas REVEAL MOBILE
Web Conversion	Track how many listeners visit your website and what they do while they're there.	 claritas  ArtsAI  VERITONE. AnalyticOwl
Sales Conversion	Measure online and in-store sales generated by your ad.	 claritas  ArtsAI
Brand Lift	Understand how your ad impacts awareness, favorability, and consideration for your brand.	 dynata KANTAR MILLWARD BROWN  Nielsen
App Downloads	Monitor ad-to-app conversions and downloads.	 AppsFlyer  branch

With Audio conversion results, patience is key — but it's worth the wait. Though Audio drives purchases and web visits, many listeners tune in while driving, working out, walking the dog, and doing other things that can keep them from acting right away. It's not a click-based medium. Instead, focus on listen-through measurement to capture delayed conversions.

Top measurement partners use identity graphs to connect conversion dots over time, ensuring you see results whether they happen later that day, the next day, or even the following week.

It takes 2.4 days on average for Audio ad listeners to take an action.

Source: Audacy-Claritas Aggregated Attribution Analysis, 2020 - 2021

Audio campaigns

Plan the work,
and work the
plan.

Now that you've busted
those pesky myths, it's
time to get started on
your Audio plan. But how?

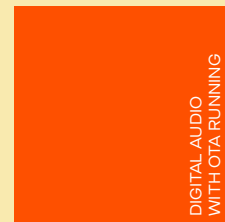
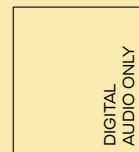
1 Maximize your ROI with cross-platform Audio

Begin with your platform strategy. Marketers are discovering that mixing radio and digital Audio produces the sweetest results. Instead of merely checking the Audio box on their media plan, they're whipping up a holistic cross-platform Audio strategy. Integrating radio with digital Audio amplifies the impact of your advertising budget, ensuring each dollar stretches further to leave a lasting impression on every listener.

SALES CONVERSIONS PER 1,000 IMPRESSIONS

ONLINE PURCHASE

+55%



Advertiser returns are **55% stronger** with total Audio

Source: Audacy Total Audio Attribution Channel Study, 2021

CUSTOMIZED AUDIO BUYS

Next it's on to "how to buy". Audio advertising has come a long way from the "spots and dots" era. Activating customized media plans and tailored sponsorships let you make your campaign — and its audience — your own.

What you can buy on broadcast radio - ad options

Live reads & host endorsements

Get influencers talking about your brand through authentic and credible testimonials and endorsements.

CLICK TO LISTEN



Host Read
Mazda



Live Read
BetQL

Commercial advertising

:15, :30, or :60 commercial advertising on our iconic local audio brands offer advertisers massive national reach. Advertisers get access to an exclusive audience not available on any other network, daypartable inventory, and creative development resources.

Plus advertisers can take advantage of RDS Visual Advertising for in-car display.

Entitlements

Build awareness and equity with "brought to you by" content. Own your favorite station's news report, sports report, or music features.

CLICK TO LISTEN



Music Feature
Stella Rosa

Traffic, Weather, Information Network

Reach audiences who seek localized traffic, weather, and news through premium placements on our radio stations.

CLICK TO LISTEN



Weather Report
Bay Alarm



Traffic Report
T-Mobile Business



Trigger
Nissan Intelligent Mobility



Endorsement
Hint Water

How to buy podcasts & digital Audio - ad options

Audience targeting on Audacy's digital Audio network

Target the highest quality addressable audience in Audio. Segment based on key demographics and advanced behavioral characteristics to reach foodies, parents, auto intenders, football fans, pet owners, techies, and more.

Podcast Audio ads

Tap into our chart-topping shows and award-winning hosts to reach the members of your target audience while they listen.

- Presenting sponsorships
- Personal endorsements and host reads
- Pre-roll, mid-roll placement
- Brand interviews & product reviews

CLICK TO LISTEN



Presenting Sponsorship
Cash App



Personal Endorsements
Vuori



Host Read
Pre-Roll, Mid-Roll
Beyond Meat

Multi-platform integrations

Take podcast activations further with social integrations, live events, and more.

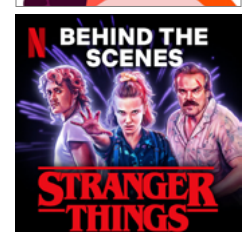
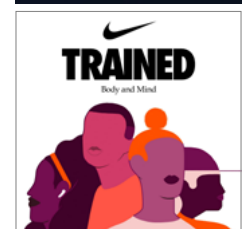
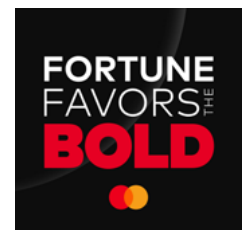
- Companion video versions
- Product placement
- Co-branded PR & marketing
- Exclusive radio/OTA features
- Social media integration
- Streaming extensions
- Live and virtual events



Custom podcast content

Work with the experts from our critically acclaimed studios to develop and distribute custom pods made specifically for your brand.

- Branded series
- Branded content features
- Branded episodes
- Full-service production
- Format development



2 Buying your audience

Our clients are looking to reach their unique customers when they're leaned in and most receptive to ads — and they do that through audience-based media buys. Many marketers are buying specific target audiences within our Total Audience Network — across the country or for a specific market. If you're targeting Millennial Moms, it doesn't matter if they listen to country music, True Crime podcasts, or News on their smart speaker — you can reach them anywhere they listen.



BROS WHO SPEND BIG

Men buying big-ticket items for their hobbies and households

- Sports drives as well as entertains
- Listen to sports, rock and news on radio
- Love taking their favorite Audio content across mediums - radio, streaming or podcasts
- Prefer sports, tech, business, comedy and news podcasts



MOM ON THE GO

Soccer moms with preschoolers — and they shop for everyone

- 35+, homeowner, working mom
- Listen to health & fitness, true crime, education and society & culture pods
- Love contemporary hit radio, adult contemporary, country and alt
- Stay updated with news



BUSINESS DECISION MAKERS

Makes purchase decisions for company

- Multi-platform Audio audiences
- Enjoy streaming radio as well as podcasts
- Listen to news, comedy and arts genres on podcasts
- Love music radio such as alt, adult hits, CHR, rhythmic as much as news

By combining millions of over-the-air and digital listener profiles with leading 3rd party data for demographics, behavior, and lifestyle insights — it's never been easier to meet your customers in Audio.

3

Crush your campaign with compelling creative

To truly unlock the power of Audio advertising, you need the lucky four-leaf clover of creative: sonic branding, voice, music and message — plus powerful personalities.

1 SONIC BRANDING

Create consistent, repeatable brand cues that drive recall and purchase intent.

Sonic branding boosts brand recognition and drives action. It's the single most effective way for marketers to tie their brand to our memories and emotions.

17% increases ad recall in radio ads

14% increases ad recall in podcast ads

Source: Sound Creative, Audacy, 2023

3 VOICE

Who's voice works best?
How many people should be talking?

Finding the right voice will break through the noise to ensure your brand makes a resounding impact. And the secret to success? Definitely more than one. Ads with multiple voices increase recall by 10%.

2 MUSIC

Find the music that aligns with your brand's personality.

Music selection memorably captures hearts and minds. Whether you're selecting breezy melodies or powerful beats, music grabs attention, reinforces your brand, and connects with target audiences. Ads with music are simply more memorable than those without. Whether on radio or podcasts, it reverberates with 3% higher energetic emotion scores, 4% higher recall, and 5% higher purchase intent.

4 MESSAGE

Write a script that grabs attention.

Message matters. At the heart of every ad is the script. Mentioning the brand early and often will further amplify the ad's effectiveness. And be sure to have multiple creative assets on air — between two and four versions work best.

Wield these four elements effectively, and you can create immersive experiences that resonate with audiences and lead to increased recall and purchase intent.

THE UNDENIABLE POWER OF PERSONALITIES

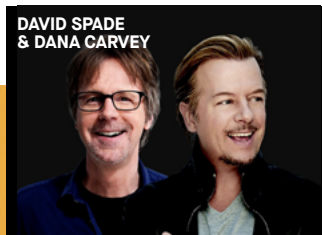
Just as foodies flock to celebrity restaurants for a taste of star-studded creations, brand advertisers are drawn by the vast reach and charisma of Audio hosts.

While trendy TikTok or Instagram influencers may dazzle for a moment, it's the OG Audio hosts who capture hearts and minds, creating a bond as strong as the aroma of freshly baked bread to become the trusted companions of new generations.

Local hosts, in particular, intimately understand the flavors of their communities. They live in our towns, root for our sports teams, share our local experiences, and enhance their recommendations with a bit of hometown charm. Audience trust in on-air and podcast hosts is the magic that moves the needle for advertisers.

"I love the hosts of the radio station that I listen to. They make the content what it is. They make my day half of the time, and they don't even know it!"

Radio listener, Audio Amplification: Defining Engaged Impressions study



AMY POEHLER



GLENNON DOYLE



NICOLE ALVAREZ



BOOMER



TIKI



BRU



MEGAN HOLIDAY



Listeners engage deeply with Audio, so host recommendations pack a more powerful punch

Audacy's local hosts outperform national media. Listeners tell us that when they hear a message from a local influencer...

65% are more likely to pay attention to the message

Source: Audacy Influencer Impact Study, October 2020

Audacy hosts drive connection

"I feel a greater connection to a brand's message when I hear my local influencer's voice"

60%
Agree

*Audience: Audacy Station Listeners | Any Gender | Any Age | Any Income | Any Ethnicity N=~692
Source: Audacy Influencer Impact Study, August 2020

Host endorsements drive purchase

72%
of listeners made a purchase after learning about a product or service from their local Audacy influencer

*Audience: Audacy Station Listeners | Any Gender | Any Age | Any Income | Any Ethnicity N=~692
Source: Audacy Influencer Impact Study, August 2020

Brands in action

No matter
the size or
the industry,
Audio works.

Brands big and small are finding success with Audio every day, tapping into its unique ability to resonate and drive meaningful engagement. Whether it's the local bakery promoting its freshly baked treats or a global apparel retailer unveiling its latest line, Audio proves its effectiveness across the board.

Case studies



Mazda drives off a winner in NY market

To drive purchase consideration among auto intenders looking for a new vehicle, Mazda teamed with Audacy to have local radio personalities share their favorite Mazda features with listeners on-air.



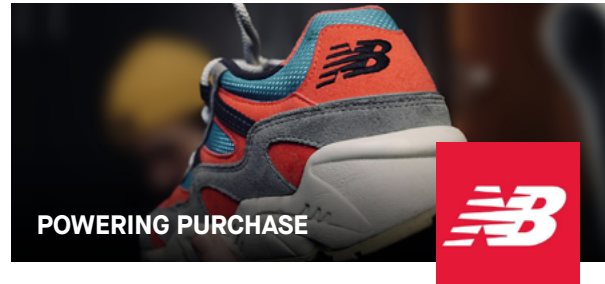
Results: Success! Among auto intenders, Mazda saw...

+9.5%

in brand favorability

+10.4%

in brand consideration



New Balance hits a slam dunk

To reach Gen Z hoops fans interested in both performance and standout trends, New Balance relied on our Audacy Sports podcasts. We reached young men and women nationally with producer reads, and tapped into top NBA talent with the voice of Chicago Bulls star Zach LaVine. New Balance cemented its place in the minds of competitive athletes and trendsetters as the brand that gives them the edge on and off the court.



Results:

342%
return on
ad spend



"I have a belief in business, that if something's working — double down... Our firm had doubled over and over and over again, and it's because we've had great marketing. Audacy really puts us out to the target market we're looking for, so they come to us... Because we have a brand; because Audacy has helped explain who we are, what we do, what our success rate is — people really understand what Palace Law is, and come to P Law for that brand. That transition from being nobody, to being somebody that's recognized in public is really good for our brand. But it would have never happened without Audacy."

Patrick Palace, Palace Law



Dunkin' runs on podcasts

Dunkin' needed to increase foot traffic into its stores. It opted for a two-month custom podcast sponsorship centered around host reads on top-performing shows.



Results:

+8K incremental visits to Dunkin' stores



Quantum Fiber sees subscribers soar

Quantum Fiber joined forces with Audacy for a podcast and digital Audio campaign to drive new internet subscribers. Piloting with residents who've recently moved, and quickly expanding to additional demos, Quantum Fiber immediately saw success at every stage of the funnel — from driving web visits all the way to hundreds of new purchases each month, directly attributed to its Audacy campaign.

Results:

1,358% return on ad spend in month three of Audio campaign



Storytelling for the win:

Instagram's Gen Z campaign

When Instagram wanted to increase awareness, affinity, and recommendations among socially conscious young adults and teens through its "Discovering Our Identity" campaign, our podcast hosts stepped up to their mics to help. Our powerful young influencers shared their experiences in finding their identity—inspiring loyal listeners to do the same. Our hosts also used their social channels to drive even deeper connections to Instagram.

Results:

Millions of Gen Z followers got the message

Audio advertising benchmarks by category

Wondering how radio will perform for your business? One of the best places to start is to see how others in your industry are faring. While every campaign is unique, and success depends on a number of factors including frequency, creative, and existing brand equity — these benchmarks can offer insights into how brands just like yours benefit from local radio advertising.

At Audacy, we deliver thousands of on-air campaigns for brands across industries — and we analyze the results to learn more about campaign effectiveness and delivery optimization.

	DOCTORS & MEDICAL SPECIALISTS	AUTO	APPLIANCES & ELECTRONICS	NON-PROFITS	ECOMMERCE
ON-AIR IMPACT	28% lift in daily web visits	7% lift in daily web visits	14% lift in daily web visits	37% lift in daily web visits	13% lift in daily web visits
IMMEDIATE RESPONSE	5% lift in immediate response web traffic	7% lift in immediate response web traffic	15% lift in immediate response web traffic	7% lift in immediate response web traffic	7% lift in immediate response web traffic
TOP DAY	Friday	Friday	Monday	Tuesday	Sunday
OPTIMAL DURATION	:15 spots	:30 spots	:15 spots	:15 spots	:15 spots
	QSR & CASUAL DINING	LEGAL	AUTO INSURANCE	ACCOUNTING & TAX SERVICES	BEER & BREWERIES
ON-AIR IMPACT	20% lift in daily web visits	26% lift in daily web visits	35% lift in daily web visits	14% lift in daily web visits	35% lift in daily web visits
IMMEDIATE RESPONSE	6% lift in immediate response web traffic	8% lift in immediate response web traffic	8% lift in immediate response web traffic	9% lift in immediate response web traffic	5% lift in immediate response web traffic
TOP DAY	Saturday	Wednesday	Wednesday	Friday	Saturday
OPTIMAL DURATION	:30 spots	:15 spots	:60 spots	:15 and :30 spots	:60 spots

Who's buying?

If you're already advertising with local stations, you're not alone. Half of local advertisers buy radio, and 78% of local agencies use radio as a key piece of their advertising plan.

And if you're thinking about advertising on radio, streaming, or podcast platforms, you're going to be in excellent company. Market by market, for brands large and small, local advertisers trust, choose, and enjoy the rewarding fruits of their labors with Audacy.

In Seattle alone, these brands are trusting their ad campaigns to Audacy:



Half of local advertisers buy radio; 78% of local agencies buy radio.

Source: InsiderRadio, Borrell Associates, July 2023

Audio for the win

Regardless of your brand's size or industry, Audio emerges as the ultimate advertising champs, with unparalleled reach, enviable ROI, and the transformative potential of total Audio strategies. Media buying options are evolving, and from the irresistible allure of podcast hosts to the irrefutable power of ad-supported platforms, Audio commands attention and delivers results with every campaign.

Ready to learn more about how to spice up your brand results with Audio?

[Learn more](#)

