

STATE OF AUDIO

MODERN

MEASUREMENT

MEASUREMENT

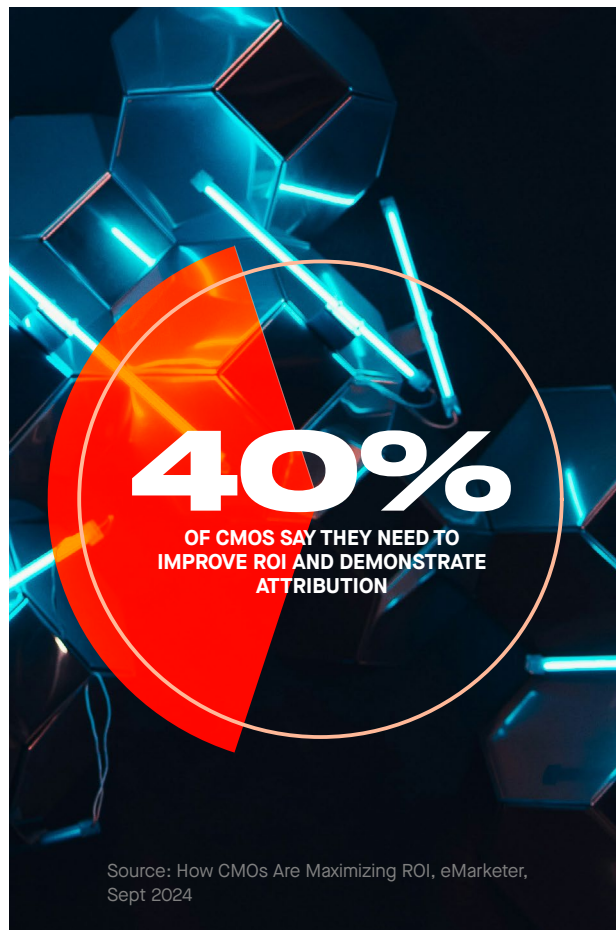
MEASUREMENT

MEASUREMENT

PLAYBOOK

CMOs are feeling the pressure. With 40% saying they need to improve ROI and demonstrate attribution, marketing leaders are looking for ways to prove how hard every ad dollar works. According to [eMarketer](#), it's the #1 priority for CMOs today.

Every marketer knows they need to prove they can get results — but attributing outcomes to what feels like a mountain of different touchpoints isn't easy. And the rules that work for digital and TV advertising don't always apply to Audio.



The good news? Audio is now more measurable than ever. The conversion reports that became standard practice with digital media are becoming common for Audio advertisers. So getting a real grip on cross-device attribution and ROI is clearer than ever.

In the past 18 months, Audio measurement has evolved dramatically, bringing new tools and AI enhancements that can maximize every dollar you spend. **Here's everything you need to know, with the definitive guide to Audio measurement.**

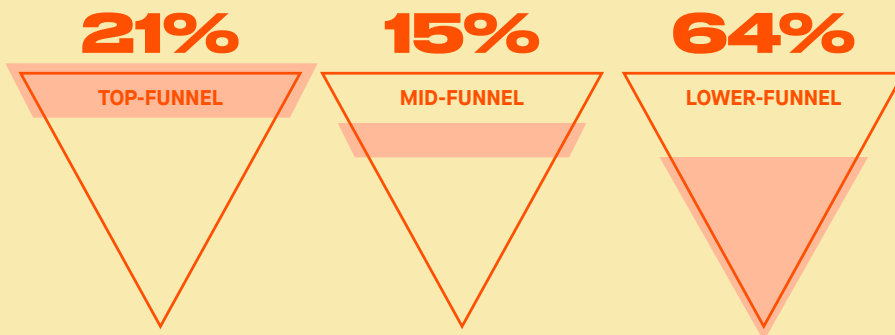
WHAT YOU CAN MEASURE IN

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UNCOVER AUDIO'S TRUE IMPACT WITH THE METRICS THAT MATTER

BRANDS ACTIVATE AUDIO CAMPAIGNS
FOR GOALS ACROSS THE FUNNEL



Source: What Brands Want: How the Audio Industry Can Win Over Advertisers, Oxford Road, Q4 2024;
Which funnel points do you predominantly measure?

64%
OF ADVERTISERS
USE AUDIO TO DRIVE
PERFORMANCE



Your Audio campaigns will drive tremendous results, but you won't know that unless you have the right attribution tools at your fingertips.

Every investment needs a clear way to measure success, and Audio advertising is no different.

And here's the kicker: Audio measurement works for every stage of the funnel. Whether you're one of the brands looking to boost brand awareness (upper funnel),

drive customers to your website (mid-funnel), or spark sales conversions (lower funnel) — you need KPIs tailored specifically to your goals.

Match your measurement strategy to your campaign goals for insights you need to tie your media spend directly to business outcomes.

MEASUREMENT CAPABILITIES FOR AUDIO PLATFORMS

	RADIO	STREAMING	PODCASTS
BRAND LIFT	✓	✓	✓
WEB LIFT	✓	✓	✓
WEB CONVERSION	✓	✓	✓
FOOT TRAFFIC	✓	✓	✓
RETAIL SALES LIFT		✓	✓
APP DOWNLOAD		✓	✓

BRAND LIFT

See how ad exposure impacts awareness, favorability, and purchase intent.

HOW IT WORKS:

How do you know if your ad is hitting the mark with your target audience? Ask them. Brand lift studies are used to survey both ad-exposed audiences and control groups to see the impact of your ad campaign.

KPIs:

Brand awareness, favorability, consideration, intent

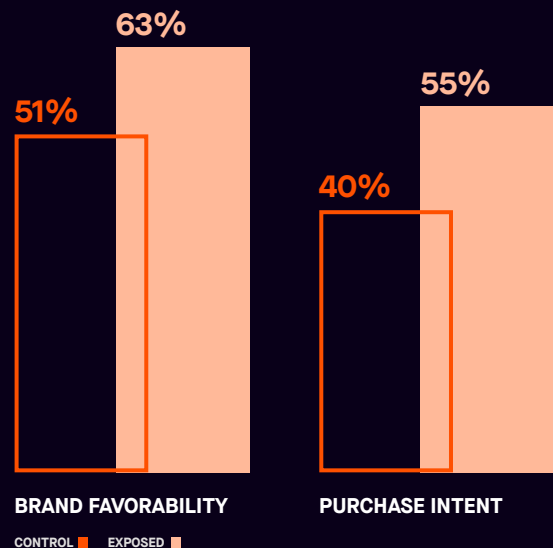
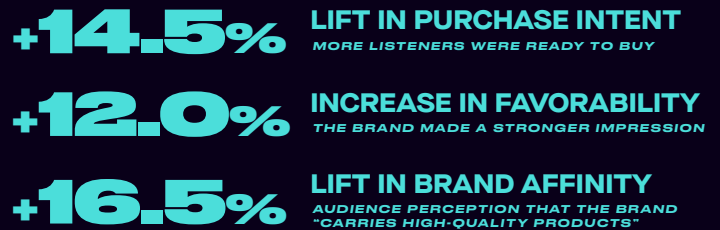
CASE STUDY:

Streaming & Radio Campaign Boosted Brand Perception for a B2B Industrial Supplier.

This leading industrial supply firm came to us with a clear objective: the brand wanted to elevate brand perception and purchase intent among B2B audiences. The challenge? Selecting a trusted equipment and supply partner requires a significant amount of top-funnel nurturing to convert interest into sales. This client needed a solution that would provide the broad reach of awareness-building efforts without sacrificing the personalized touch that's so crucial for high-consideration B2B purchases. The right mix came together with a multi-platform streaming and radio campaign — reaching key decision-makers in the industrial sector.

By comparing ad-exposed and control audiences, the brand was able to determine the direct impact of the campaign on brand awareness, favorability, and purchase intent.

RESULTS:



Source: Nielsen Brand Lift Study

These results demonstrate the power of radio and streaming Audio — not just for awareness, but for real business outcomes.

WEB LIFT FROM RADIO

See how well your radio ads motivate listeners to learn more about your products, research, and get connected with your brand by visiting your site.

HOW IT WORKS:

Minute-by-minute website visitation patterns are analyzed and compared to broadcast air times to show ad-impacted lift.

KPIs:

Site traffic, landing page traffic, creative performance, daypart & day of week performance

CASE STUDY:

Turning Up the Heat: HVAC Advertiser Sees 51% Site Traffic Boost with Radio.

Our HVAC client was looking to improve customer interest in their HVAC services by launching a campaign on four St. Louis radio stations, including spots, custom entitlements, and host influencer campaigns.

RESULTS:

In one month, this advertiser saw:

1,980 WEBSITE VISITS
ATTRIBUTED TO THEIR OTA ON AUDACY

51% CONSISTENT INCREASE
IN SITE TRAFFIC DAILY

The client also learned that their weather entitlements were leading the way as the strongest driver for new customer traffic.



WEB CONVERSION

Determine if your campaign is driving listeners to take the next step by visiting your site, purchasing your products, or signing up for your latest offer.

HOW IT WORKS:

Track how many listeners visit your website and what actions they take while they're there with pixel tracking.

KPIs:

Site traffic, purchases, form-fills, applications, button clicks

CASE STUDY:

Supermarket's Digital Audio Campaign Serves Up Major Sales Boost.

A regional supermarket recently teamed up with Audacy to launch a podcast and streaming Audio campaign. The goal was simple — the brand was looking to promote their new pizza offering, and generate interest in shopping with their store.

RESULTS:

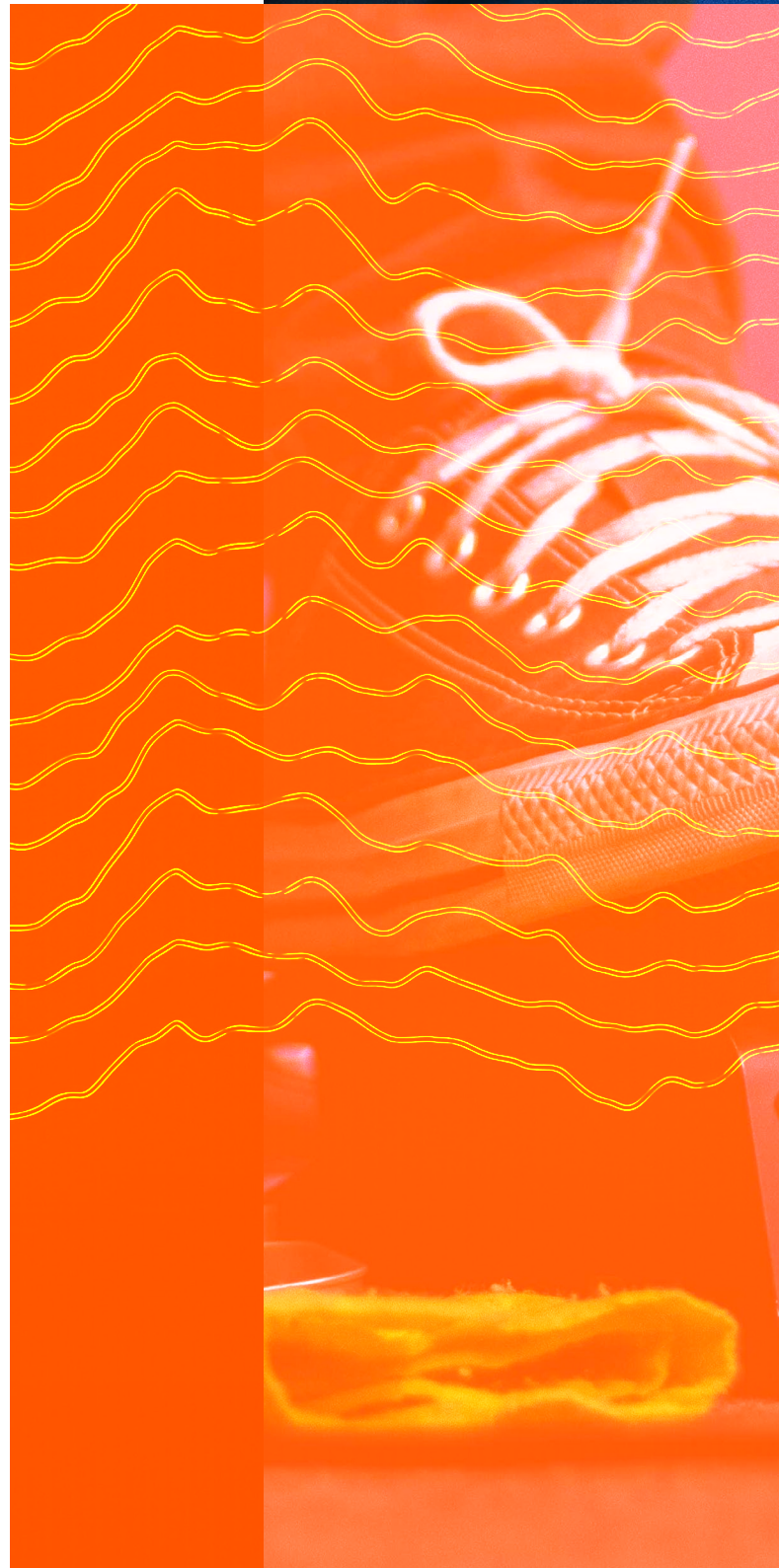
15,000 "FIND A STORE"
PAGE VIEWS

600 PURCHASES

\$40,000+ ONLINE GROCERY
SALES

In the first 14 days of the campaign, we were able to attribute 15,000 "find a store" page views, 2,000 sign ups, and 600 purchases with over \$40,000 in revenue directly from the the campaign.

By leveraging the power of digital Audio, the supermarket not only increased awareness of its new product but also turned listeners into active customers.





FOOT TRAFFIC

Drive increased in-store visits for retailers, auto dealers, and restaurants.

HOW IT WORKS:

Use geo-fencing to measure in-store visits from ad-exposed audiences.

KPIs:

In-store visits, dwell time

CASE STUDY:

Radio Boosts Restaurant Visits.

A regional Detroit restaurant chain wanted to boost happy hour sales, so they teamed up with Audacy for a targeted radio campaign. Over six weeks, Audacy's strategic radio spots were designed to drive more visits during the 2-6 p.m. happy hour window.

RESULTS:

+20% INCREASE IN RESTAURANT VISITS DURING HAPPY HOUR

Along with our geolocation partner, we tracked not only an overall 20% increase in customer visits but also improvements in customer dwell time and visit frequency across all locations. In some restaurants, the results were even more striking, with foot traffic growing by more than 40% during happy hour.

RETAIL SALES LIFT

See how many online and in-store sales are generated by your Audio ads.

HOW IT WORKS:

In this transaction-based study, our data partners review shopper card data, receipt images, or similar item-level retail transaction data to attribute sales lift to campaign ad exposure. It's great for skincare, food and beverage, cleaning product, and other brands that use mass-market retailers to sell their products.

KPIs:

Purchases, order size, return on ad spend

CASE STUDY:

Candy Brand Drives Higher Sales with New Sports Fan Audience.

This client faced a unique challenge: persuading non-traditional candy buyers — and even loyal fans of competing brands — to give their iconic treats a try. To drive in-store purchases during the Super Bowl season, the client activated an Audacy Total Audio campaign targeting male sports fans.

Audacy crafted two creative approaches — a feel-good ad and a football-focused spot — and ran them across a curated mix of sports radio, streaming, and podcast platforms. By leveraging multi-platform Audio, the campaign reached a broad, engaged audience.

RESULTS:

1.04% SALES LIFT WITH ROAS AT 54¢ ON THE DOLLAR

\$8.09 DOLLARS PER THOUSAND IMPRESSIONS SURPASSED NCS BENCHMARKS

This campaign demonstrates how a well-executed Audio strategy can convert skeptics into new loyal customers.





APP DOWNLOADS

Monitor ad-to-app conversions and downloads.

HOW IT WORKS:

Pixel-based measurement shows you the entire app journey of your ad-exposed customers. This type of measurement is popular for brands whose app plays a key role in their business — from gaming to retailers.

KPIs:

App downloads, first-time deposits, app engagement such as ‘opens’ and ‘purchases’

CASE STUDY:

Lottery and Gaming App Hits the Jackpot with Audio Campaign.

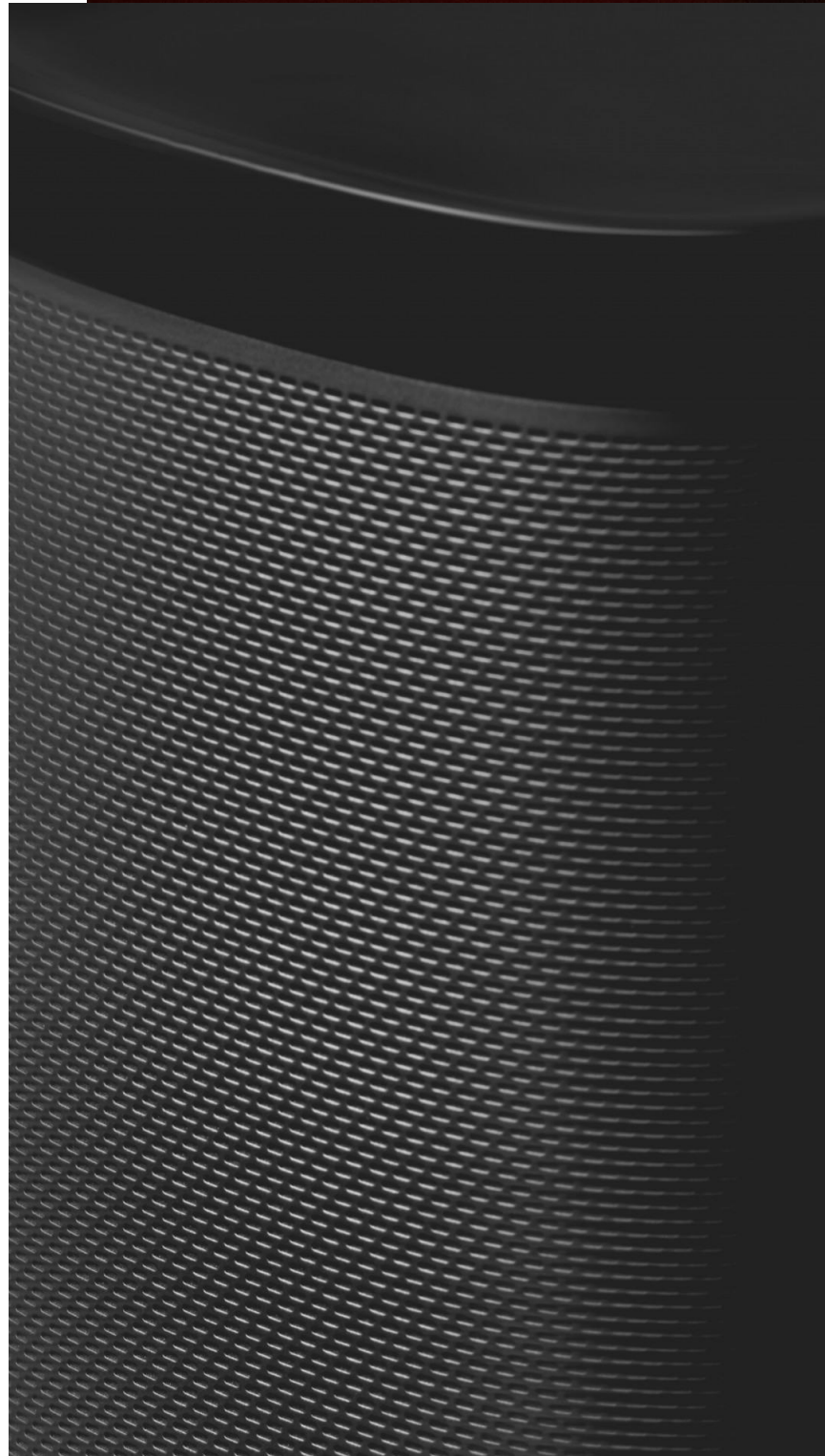
A prominent lottery app partnered with Audacy to drive awareness and app downloads, focusing on First Time Deposits (FTDs) for new users. Building on past success with promo code redemptions, the campaign introduced a fresh approach — leveraging streaming Audio, influencer endorsements, and strategic takeovers.

RESULTS:

100,000 APP DOWNLOADS

This campaign proves that the right Audio strategy can turn listeners into players.

Now that you're well-versed in the six key measurement metrics — brand lift, web lift, web conversion, foot traffic, retail sales lift, and app downloads — you have the foundation to maximize your Audio campaigns. But measuring success is only half the battle. In the next section, we'll dive into eight best practices from Audio advertising pros that will sharpen your measurement strategy and help you extract even more value from every campaign.



MAXIMIZING

RO

IT'S TIME TO TURN INSIGHTS INTO ACTION

We're sharing eight proven strategies that will help you maximize ROI. From fine-tuning your tech to leveraging data for real-time optimizations — these trade secrets are designed to elevate your attribution strategy and drive stronger, outcomes. Let's dive in and discover how to make your Audio dollars work smarter, not harder.



1

COMPARE RESULTS

You know the saying:
“Measure twice, cut once.”
Whether you’re building a house or building a brand, getting the numbers right is everything. And when it comes to measuring media performance, Audio doesn’t simply hold its own — it leads the way.

Audio drives remarkable results at every stage of the marketing funnel — it’s more effective and efficient than other media.

AUDIO’S SUCCESS OVER OTHER MEDIA

AUDIO IS:

**55%
STRONGER**
AT DRIVING CONVERSIONS
THAN VIDEO ADS

**28%
STRONGER**
AT DRIVING CONVERSIONS
THAN SEARCH

**13%
STRONGER**
AT DRIVING CONVERSIONS
THAN SOCIAL MEDIA

How do we know?
Because we measure 🧐
And you should too.

Audio is stronger at driving conversions than social media, video ads, and more.

So, when you dig into your attribution results, don’t just sit back in awe of your Audio success. Give your results a head-to-head comparison with your other media channels to see who rules when it comes to conversions.

2

FACTOR IN THE GLOW OF AUDIO’S HALO EFFECT

Audio doesn’t just deliver results of its own — it supercharges the impact of other media. TV ads become more memorable, digital ads see higher click-through rates, and social engagement grows when paired with Audio. Why? Because Audio builds emotional connections and primes audiences, making them more receptive to other brand touchpoints.

Think of it this way:

long before that last click on Google, Audio has already been planting the seed. In fact, a regression analysis of \$400 million in cumulative ad spend over 30+ years found that Audio drives about 20% of same-week search volume. **The takeaway? If you’re not factoring in Audio’s halo effect, you’re underestimating its power to drive conversions across the board.**

3

REAL-TIME OPTIMIZATION TO BOOST ROI

The best teams develop a formidable game plan — then adapt in real time to outplay the competition.

It's the same for your Audio campaign. Why wait for the final whistle to analyze performance? Better to fine-tune your strategy in real time, doubling down on what's working and adjusting what's not.

PRE-CAMPAIGN: PLAN FOR SUCCESS

Pre-launch creative testing helps ensure your message resonates, your script hits the right notes, and your sound design is on point. Brands that test before launch gain key insights to maximize impact from Day One.

MID-FLIGHT: ADJUST YOUR PLAYBOOK

Mid-flight insights let you make moves at the height of the action. The beauty of mid-campaign optimization is that you can see what's working and make adjustments on the fly. Identify your winning ad spots, and shift spend to top-performing stations, genres, or geographies. Optimize by high-performing creative, daypart, audience, or even device type to drive stronger results before the clock runs out.

POST-GAME: ANALYSIS

Once the campaign's over, it's time to check out the final score. Dig into your metrics to study performance, conversion rates, and cross-channel impact. Then use these insights to refine your next campaign and come back even stronger.

Your Audio ads need to leave it all on the field. So don't just set it and forget it. Watch for opportunities to pivot, and keep winning.



4

PIXELS VS.
PROMO CODES

Let's talk podcasts. When it comes to measurement, pixels are easily the most revolutionary step for podcast measurement.

With 100 million people tuning into podcasts¹, advertisers continue to join the podcast gold rush. If you've ever hesitated to invest in podcast advertising due to measurement limitations, this is your moment. Many advertisers are moving beyond methods like promo codes and vanity URLs, because pixels can capture the full impact of your campaigns.

Directionally, promo codes and vanity URLs can be helpful. **But the challenge with promo codes is that they miss a ton of conversions. Vanity URLs capture fewer than 13% of total web visits directly driven from ad-exposed audiences** — while pixel-based measurement captures all ad-exposed conversions.

Those little pixels do it all:

Track every ad-exposed conversion, not just the ones using promo codes.

Provide full-funnel attribution covering web visitation, engagement, and sales.

Give advertisers real, actionable insights to optimize campaigns.

Want to understand the full impact of your Audio campaigns? It's time to ditch the guesswork and go pixel-perfect.

Source: 1, Edison, Infinite Dial, 2024

TOTAL WEB VISITS

Claritas conversion analysis shows that vanity URLs captured 13% of total web visits directly driven from ad-exposed audience.

Pixel-Matched captures **100%** of ad-exposed web visitors

Vanity URL captures **13%**

VANITY URLS MISSING 87% OF AD IMPACT FOR AUDIO CAMPAIGN

5

TOOLS & TECH PARTNERS

Building brand performance isn't a solo act. It's a symphony. At Audacy, we partner with the top-tier measurement pros to turn your campaign data into valuable insights.

Audio advertisers typically use these three types of measurement capabilities:

SURVEY-BASED MEASUREMENT

Understanding brand impact

HOW IT WORKS:

Surveys compare audiences exposed to an ad with others who didn't hear it, revealing changes in awareness, favorability, and intent.

WHY IT MATTERS:

By surveying both exposed and control audiences, brand lift studies can analyze the incremental impact that your ads had on your target audience.

PIXEL-BASED TRACKING

Capturing conversions

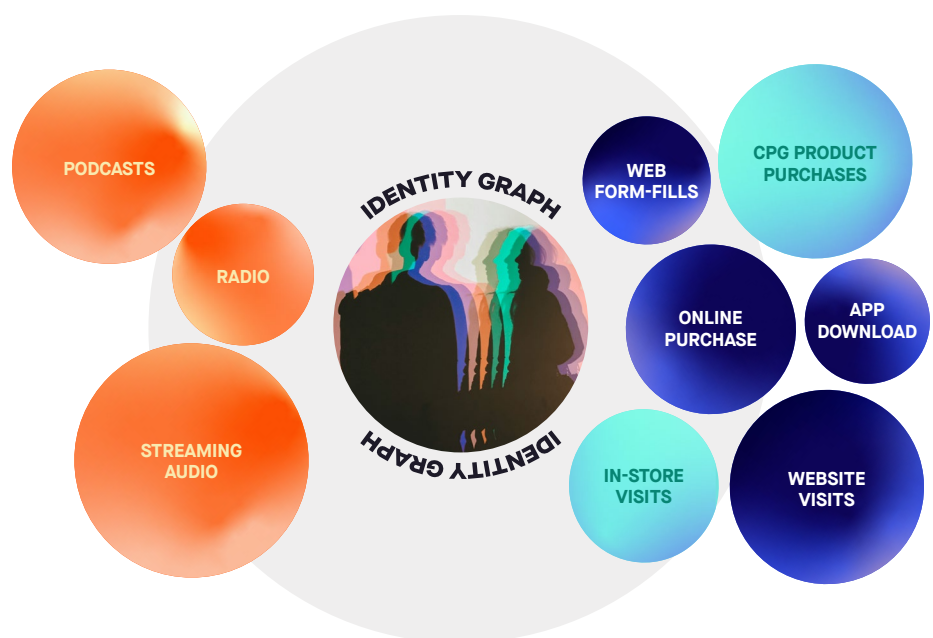
HOW IT WORKS:

Pixels on Audio ads and advertiser websites match listeners to behaviors they took after they heard an ad — whether that's visiting a website, making a purchase, or downloading an app.

WHY IT MATTERS:

Advanced identity graphs link ad-exposed audiences to real-world visits so you know exactly what drives your audience to respond. And the best part by far — pixels capture all ad-impacted conversions, even if they're made on a different device.

IDENTITY GRAPH CREATES LINKAGE BETWEEN



EXPOSURE ——— AND ——— CONVERSIONS

■ DIGITAL ■ OFFLINE

TIME-STAMP SPIKE ANALYSIS

Connecting radio to response

HOW IT WORKS:

Monitoring website traffic patterns connects spikes in online activity to specific radio ad airings.

WHY IT MATTERS:

Our Audacy Analytics solution is one of the easiest to set up, and most impactful offerings for radio advertisers. With thousands of brands connected, this tool allows clients to see the impact of their campaign on web lift, and optimize with insights on high-performing creative, dayparts, and stations.

While you've got your measuring tools out, think about the impact of incrementality as well.

INCREMENTALITY

Proving Audio's unique contribution

HOW IT WORKS:

By comparing conversions of ad-exposed audiences with those of a control group, advertisers can quantify the lift directly driven by Audio.

WHY IT MATTERS:

It removes the noise of other marketing efforts, isolating Audio's true impact on business outcomes.

When you measure with leading attribution partners, you'll be better prepared to see, understand, and optimize the power of your Audio impact.

MEASUREMENT PARTNERS

REVEAL MOBILE™ KANTAR MILWARDBROWN

claritas AnalyticOwl VERITONIC

RAM Research and Analysis of Media dynata Nielsen

FOURSQUARE Circana.

PARTNER POP-OUT

INSIGHTS
FROM OUR
FRIENDS AT
CLARITAS



AUDIO CONVERSIONS ARE WORTH THE WAIT

Audio's impact is both immediate — and long-lasting. It's true that great Audio ads spark action right away. But the real magic? In a world obsessed with immediate gratification, Audio also plays the long game — and wins. Unlike digital ads that push for instant clicks, Audio ads linger for long-lasting impact. That's why your attribution window matters so much.

Audio thrives in a screen-free, hands-free environment, and the ads work their magic over time. Only 8% of a radio ad's impact happens in the first 20 minutes, with the rest rolling out over time¹. Ignore this, and you're missing more than 90% of Audio's real value².

With Audio campaigns, you need to focus on time-delayed conversions that track actions well after your ad is heard. A lot of marketers go with a shorter attribution window. That won't work with Audio.

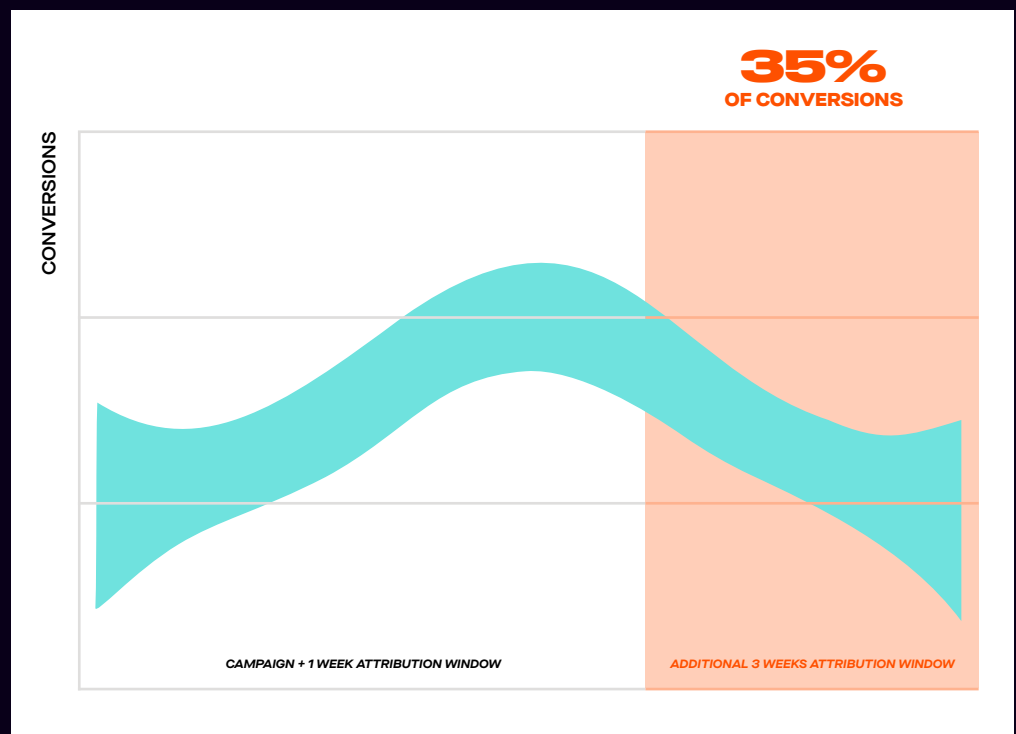
Open your attribution window to at least 30 days post-campaign to fully capture conversions. For B2B and high-consideration purchases, open it wider for six to 12 weeks of impact.

Conversion timelines vary by industry. Retail, consumer goods, and impulse items convert faster, while luxury or high-consideration categories like auto, take longer.

Patience is a virtue.

Audio builds trust, fuels recall, and drives action — but not always when you might expect. Give it time, and don't underestimate its true power. The more frequently listeners hear your ad, the more likely they are to act when the moment is right.

AUDIO LOOKBACK WINDOW: RETAIL



7

TEAMWORK MAKES THE DREAM WORK: RADIO & DIGITAL ARE STRONGER TOGETHER

Rather than just checking the Audio box on your media plan, we want to get you thinking about a Total Audio strategy. Your ad budget will work harder and go farther with over-the-air (OTA) radio and digital Audio working together. How big of a difference can this make for your brand? Pretty freakin’ big — and you’ll see the results with modern attribution methodologies.

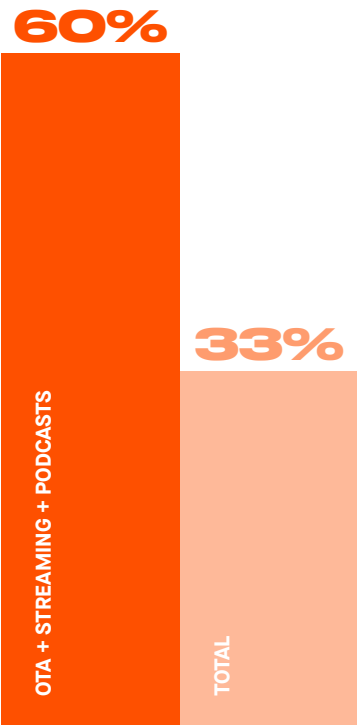
Listeners don’t stick to just one Audio platform. They may tune in to their favorite morning radio host during their commute, then switch to streaming later in the day, and relax with their favorite podcasts in the evening. So don’t settle for one or the other — take the Total Audio approach to be there with them throughout their day, whenever and wherever they’re listening.

It’s worth the add. Mixing OTA into your digital Audio campaign expands your audience and strengthens your brand recall. And most important — drives a huge lift in purchase. **Cross-platform listeners are twice as likely to make a purchase after hearing an Audio ad.**

Source: Audacy X-Platform Audio Survey, Suzy Insights, June 2023

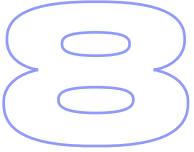
LAYER AUDIO PLATFORMS FOR BIGGER IMPACT

IN THE PAST YEAR I’VE MADE A PURCHASE
BASED ON AN AUDIO AD I HEARD:



Source: Audacy X-Platform Audio Survey, Suzy Insights, June 2023





FOOD FOR THOUGHT: USE YOUR METRICS TO FEED YOUR AD DECISIONS

Is gathering measurement data the end of the line? Not at all — in fact, it's merely the start.

Just ask our Quick Service Restaurant (QSR) client, a regional eatery that had been savoring steady, radio-driven foot traffic year-over-year. Then, as an experiment, the business took its ads off the air for three months — and immediately heard the eerie radio silence, both on the airwaves and at the restaurants' doors. Walk-ins plummeted, and the slump lasted for the entire duration of the radio hiatus.

Geo-location and foot traffic analysis confirmed the

connection: when the QSR disappeared from the air, its customers vanished from its cash registers. The moment it turned radio back on, it was back on listeners' minds — and consumers returned to its dining room.

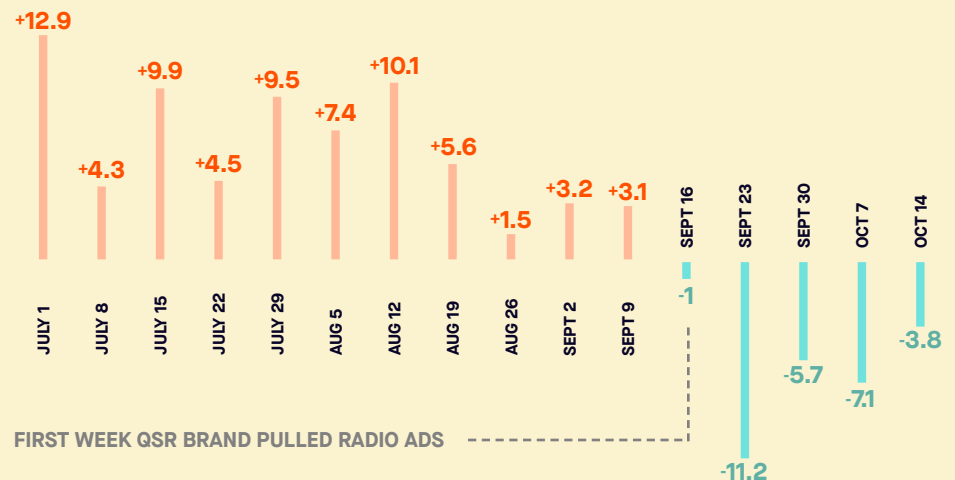
This case serves up an appetizing recipe for success: measuring Audio metrics isn't

just a box to check or a shiny new tech tool to admire. To make the most of it, you have to actually use those insights — tuning into the data to craft strategies that help drive smart business moves.

So, how are you feeding your ad decisions?

RADIO'S IMPACT IS A DIRECT DRIVER FOR CUSTOMER VISITS

VISITS VARIANCE YOY (2023-2024)



FIRST WEEK QSR BRAND PULLED RADIO ADS

This drop in visits YoY occurred the same week the QSR Brand went silent on radio, showing the effect of radio ads in helping the chain stay top-of-mind to consumers.

Source: Placer.ai

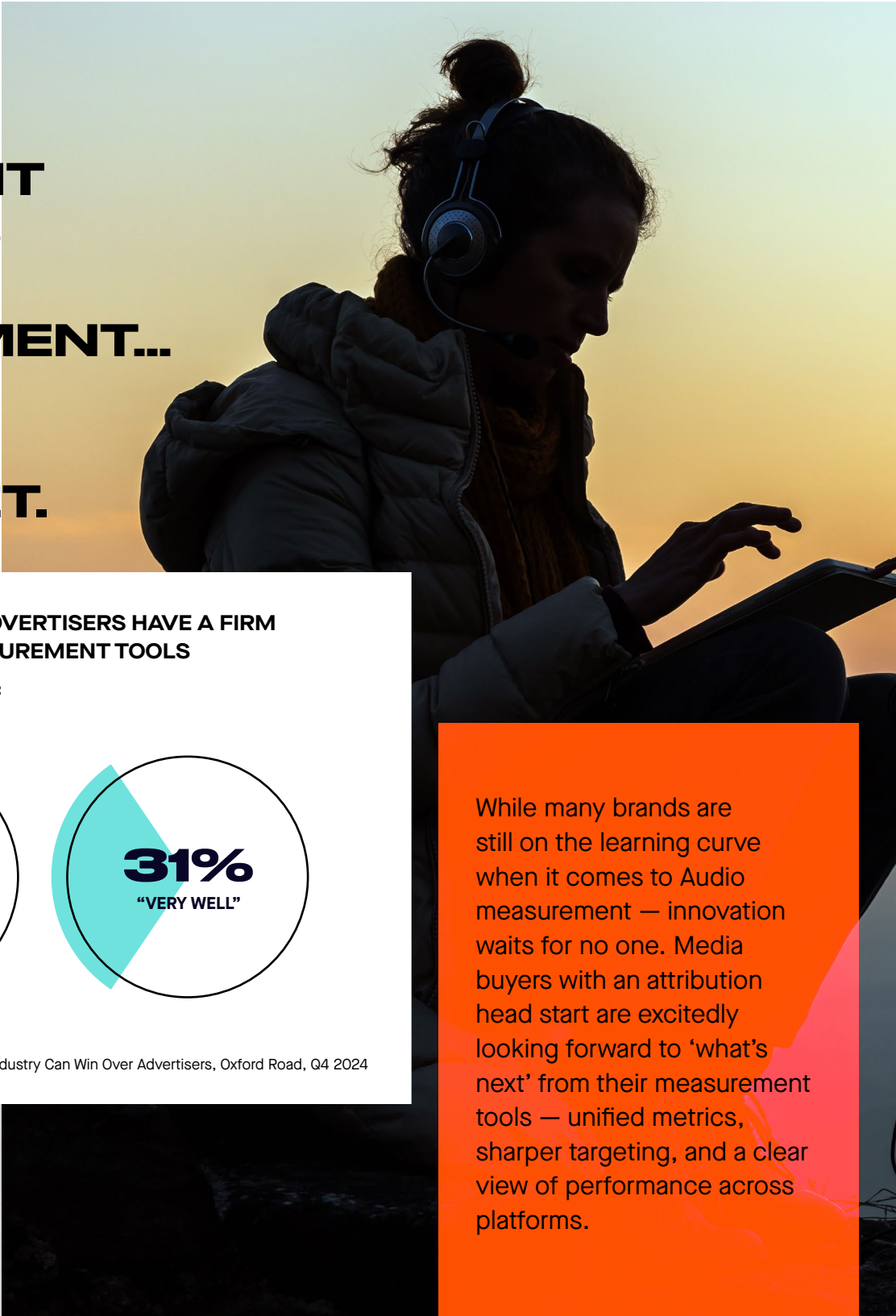
INNOVATION & THE FUTURE OF AUDIO

MEASUREMENT

FEATURING

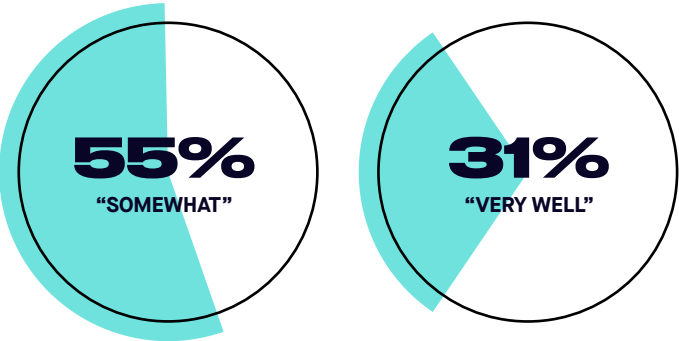


**WITH ALL
THE RECENT
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IN AUDIO
MEASUREMENT...
YOU AIN'T
SEEN
NOTHIN' YET.**



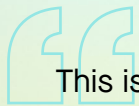
**ONLY A THIRD OF AUDIO ADVERTISERS HAVE A FIRM
UNDERSTANDING OF MEASUREMENT TOOLS**

THEY UNDERSTAND TOOLS AVAILABLE:



Source: What Brands Want: How the Audio Industry Can Win Over Advertisers, Oxford Road, Q4 2024

While many brands are still on the learning curve when it comes to Audio measurement — innovation waits for no one. Media buyers with an attribution head start are excitedly looking forward to 'what's next' from their measurement tools — unified metrics, sharper targeting, and a clear view of performance across platforms.



This is a new, innovative option that hasn't existed for broadcast before. The ability to attribute results and measure incremental impact gives advertisers a clear picture of their campaign's lift and impact."

REX BRIGGS,
CHIEF AI OFFICER,
CLARITAS

AI BROADCAST RADIO ATTRIBUTION

Audacy and Claritas have joined forces to revolutionize radio measurement. For the first time, radio advertisers can easily attribute lower funnel conversions (including purchase) directly to their radio campaign.

HOW IT WORKS

Powered by AI attribution models and web-based pixels, brands can now connect radio ad exposure to conversions, such as online sales, web visits, and form-fills in a specific geographic area. This breakthrough gives marketers a comprehensive view of how radio drives conversions.

CASE STUDY:

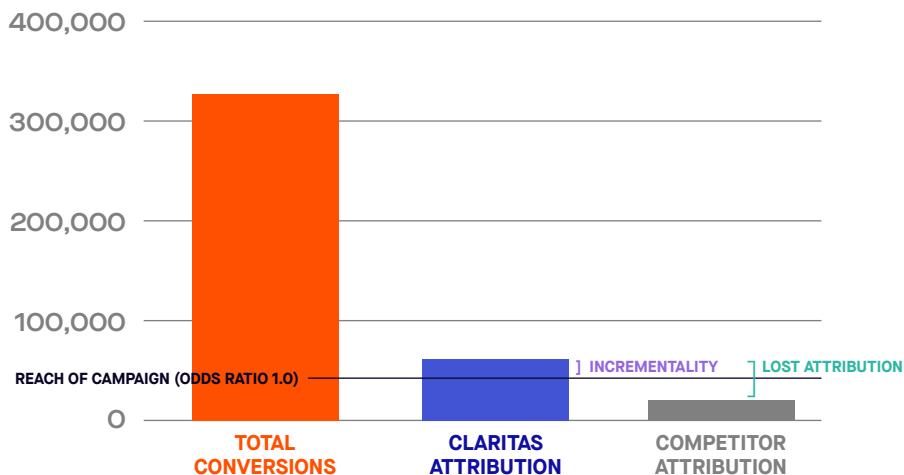
A large e-commerce brand wanted to boost engagement and conversions, so they turned to Audacy's Chicago and San Diego radio brands powered by Claritas' innovative attribution model. By embedding tracking pixels on their website, the model mapped radio spot logs to audience exposure, revealing which channels drove sales — just like digital campaigns. Claritas' AI analysis even pinpointed their high-conversion customer segment, "elite innovators," and helped optimize ad placements on sports and news formats during peak days.

RESULTS:

22,684
ATTRIBUTED CONVERSIONS

It's a clear roadmap for expanding into new markets with targeted, data-driven precision.

WHY IT MATTERS



Lost Attribution = Perception of LOWER ROI, Higher Cost Per Action... potential loss of budget.

ADS THAT SPEAK YOUR LOVE LANGUAGE: AI-DRIVEN PERSONALIZATION

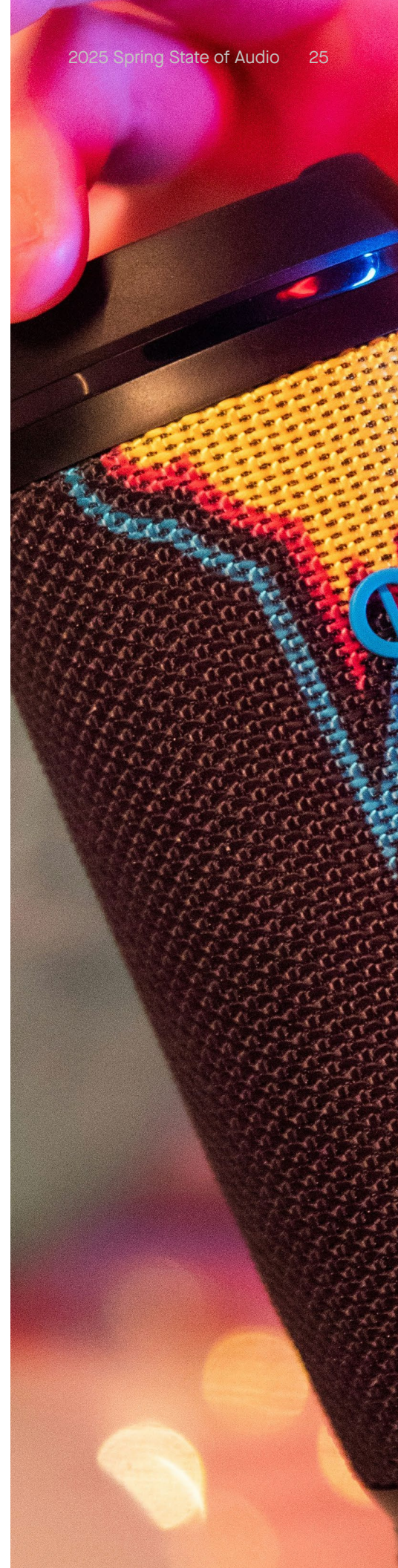
Dynamic, AI-driven ad creative elements are revolutionizing listener engagement — almost like having your own custom ad playlist. Check this out: while a young dad may hear a meal kit ad with an upbeat male voice and kids laughing in the background, his Boomer mother hears the same ad with a soothing female voice and soft music. It's not just cool — it works. Savvy leaders like our partner Claritas are using AI to consider demographics, behavior, and even weather as they fine-tune voice, music, and messaging — with stellar results.


PERSONALIZED AD
CREATIVE DRIVES

2X THE CONVERSION RATES

PREDICTIVE AUDIENCES

Ever wish you could read your consumers' minds? AI-powered predictive modeling comes pretty darn close. By analyzing past campaign successes for your industry, new models identify high-impact audience segments, helping brands reach the right people at the right time. Now that's smart media planning. With partners like Claritas, we're piloting predictive tools that turn data into strategy. Say a pet food brand wants to find new buyers. Instead of unleashing a wide search, AI sifts through past pet owner campaigns to fetch listeners most likely to purchase something for their beloved furbabies. It's precision targeting at its finest.





And the impact for advertisers — huge. We're working with Claritas to make it even easier by building category benchmarks — identifying consumers who over-index on conversion goals such as purchases or site visits. Now, when advertisers ask, "What audience should I target?", we can answer with confidence — and the data to back it up.

UNIFIED MEASUREMENT

And then there's the ultimate goal — being able to see results across channels — all in one view. We're excitedly taking steps that bring us closer to Holistic Audio Measurement every day. With the ability now to attribute results for OTA radio and digital Audio, brands will soon be able to see these conversions in one place, with a single, unified measurement dashboard covering campaign performance across all Audio platforms.

“We've always been confident that broadcast radio is a highly effective medium for advertising, and strengthening our toolset is so important. Now, we can show direct results.”

KEVIN GREENWALD,
SVP, HEAD OF
ADVERTISING &
AUDIENCE PRODUCTS,
AUDACY

DID WE STRIKE A CHORD?



As the future of Audio measurement takes off, smarter, more connected solutions are turning insights into action — and ad campaigns into stellar results.

Optimizing and measuring your Audio campaign performance is no longer a shot in the dark — thanks to an ever-growing, ever-improving bench of precise measurement tools.

Ready to tune into the data on Audio reach, engagement, and impact for your brand? That's what we love to hear — get in touch to amplify your Audio strategy today!

Let's talk