



iHeart
MEDIA

AMERICA'S #1 AUDIO COMPANY

REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

RADIO · DIGITAL · SOCIAL · PODCASTS · INFLUENCERS · DATA · EVENTS

Five Attribution Secrets for Automotive Advertisers

Data-Driven Discoveries From the Largest Study
Ever Conducted on Automotive Radio Attribution





Agenda

- 1 -

Research Methodology

- 2 -

Five Attribution Secrets
for Automotive Advertisers

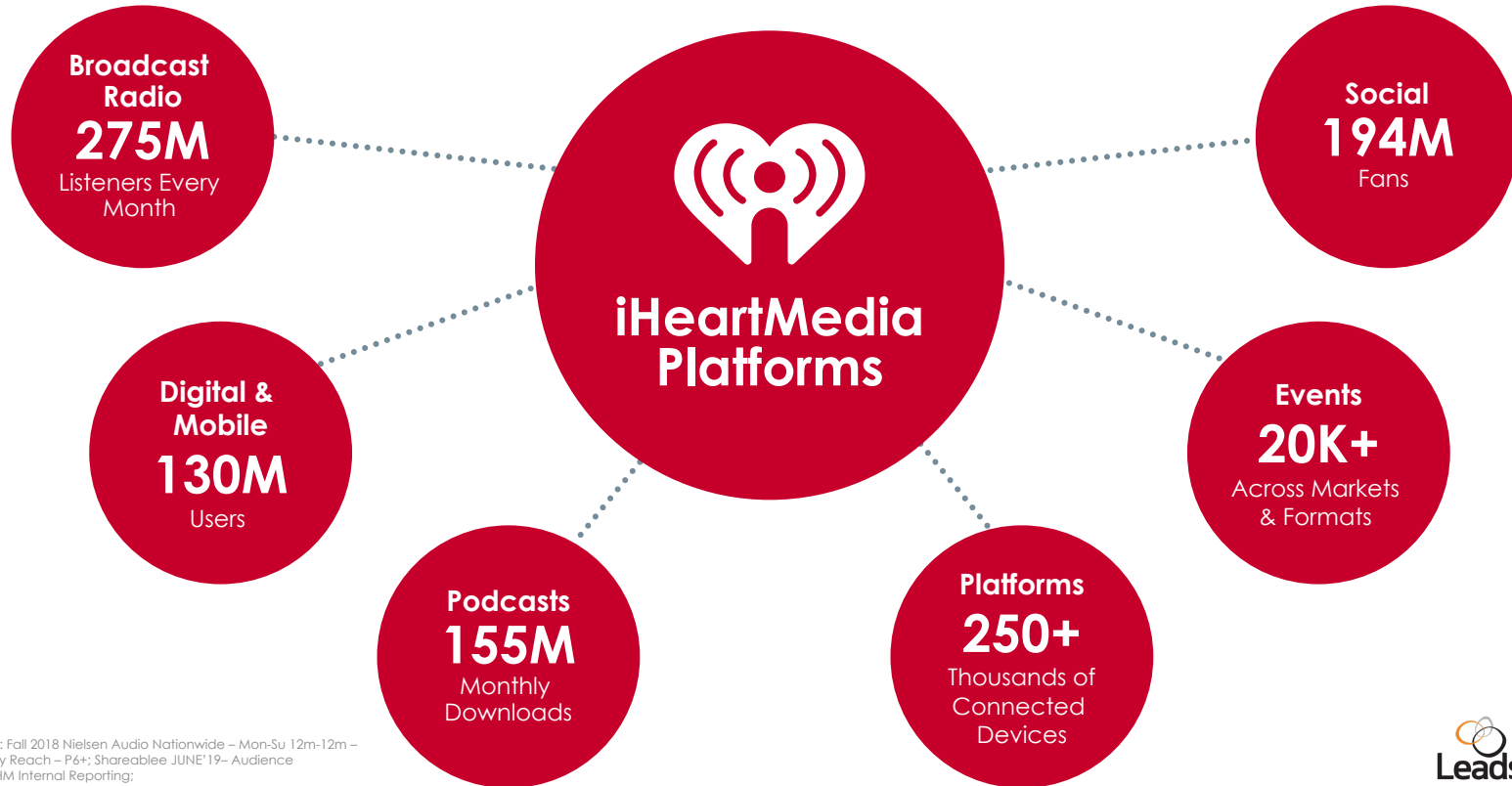
- 3 -

Data-Driven Recommendations to
Turbocharge Your Radio Advertising Today

- 4 -

Q&A

iHeartMedia Is the #1 Cross-Platform Audio Media Company





LeadsRx is a Leading Analytics & Attribution Software Solution

Marketing attribution software vendor offering **full-funnel, cross-channel analytics** in a cloud-based solution.

- ▶ Founded in 2015
- ▶ Has provided attribution solutions for **20k+** websites globally
- ▶ A dominant player in **broadcast attribution**
- ▶ Strength in **automotive attribution** with unique capabilities to link **show room sales to advertising efforts**

About LeadsRx Broadcast Attribution™ Methodology

Ingests website visitor data from
Google or Adobe Analytics

Overlays **spot logs** from the
broadcaster to determine
“response windows”

Attributes shoppers to radio for
visits within response windows,
filtered by channel
and geography



**THIS RESULTS IN TWO
PRIMARY METRICS:**

- ▶ **Web Lift** = additional visits to your website by consumers believed to have been exposed to radio ads
- ▶ **Web Visits per Spot** = average number of visits for each commercial that aired



Research Scale

*iHeartMedia and LeadsRx executed the **largest study ever conducted** on automotive radio attribution, **using the following data sources.***



310

Automotive radio
advertisers on
iHeartMedia stations



19 Brands

Data collected for all
major automotive brands



100

Markets across the
United States



17 Months

Data collected
Jan 2018-May 2019



1.8M

automotive radio
commercials

Research Details

Attribution data were analyzed on **seven different media factors** with the aim of providing **actionable insights and recommendations** from big data.



Which Dayparts To Include



Which Days Per Week To Include



Which Ad Lengths To Include



How Many Days Per Week To Include



How Many Stations To Include



How Many Dayparts To Include In Schedule



How Many Commercials Per Day

A photograph of two women in a car. The woman in the foreground is driving, wearing yellow-tinted aviator sunglasses and a white tank top. She has curly hair and is smiling. The woman in the passenger seat has long blonde hair and is wearing a blue and white plaid shirt, also smiling. The background shows a blurred outdoor setting, possibly a parking lot or street.

Five Attribution Secrets For Automotive Advertisers

Five Attribution Secrets for Automotive Advertisers

Radio drives **immediate** web traffic response.



Radio drives **new** potential customers.



Marketing tactics influencing response include dayparts, day of week and ad length.



Endorsements drive optimal results, because radio is a companion.



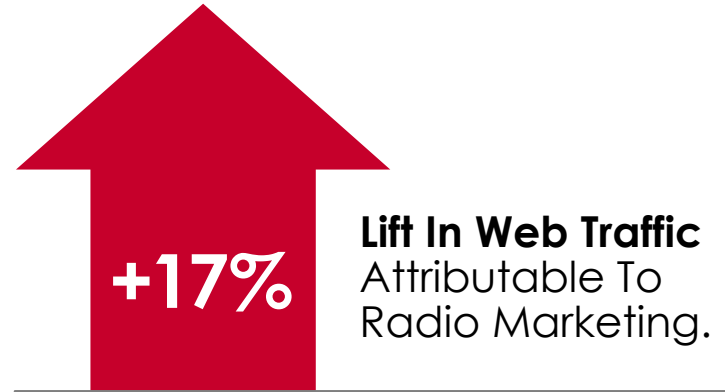
Reach and frequency are the top contributing factors to success.



1

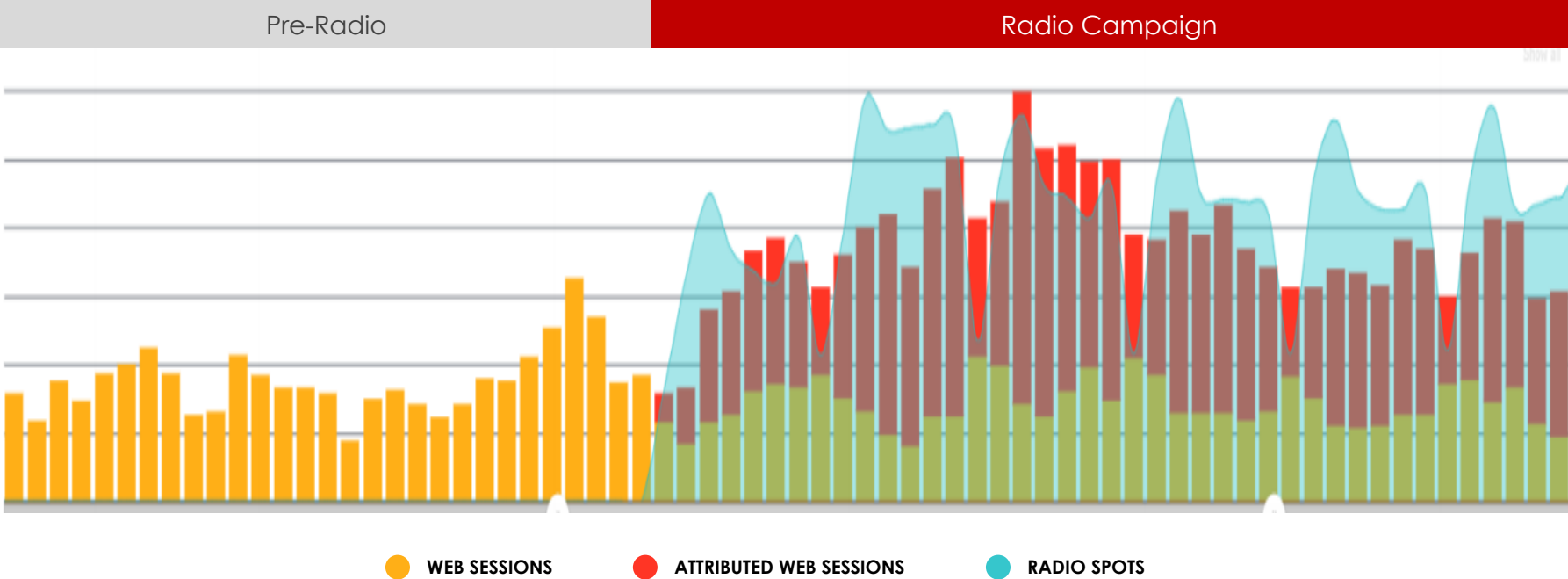
**Research Concluded
Radio Drives Immediate
Web Traffic Response for
Automotive Advertisers.**

Automotive advertisers earned an average



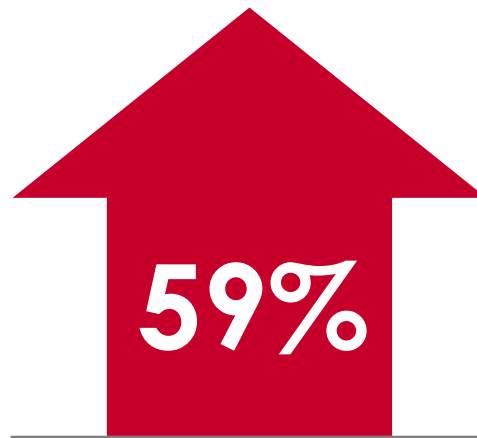
Equating to an average of 8
web visits per commercial.

Radio Drives Immediate Web Traffic Response



2

**Study Identified
Radio Drives New
Potential Customers
to a Website.**



**of web visits attributable to iHeartMedia
radio marketing originate from new shoppers
who never previously visited the site.**

3

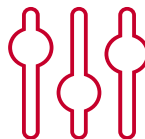
Research Revealed Four Marketing Tactics that Help Drive Effective Automotive Radio Advertising.



**Advertise on
all dayparts**



**Advertise on
all days of week**



**Leverage
multiple ad lengths**

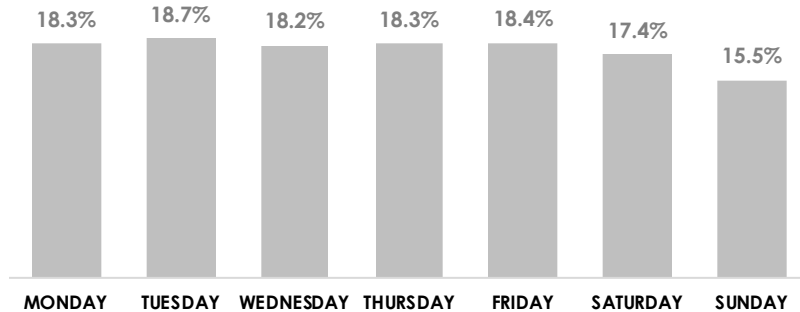


**Reach your audience
across multiple stations**

For Optimal Results, Advertise Seven Days Per Week

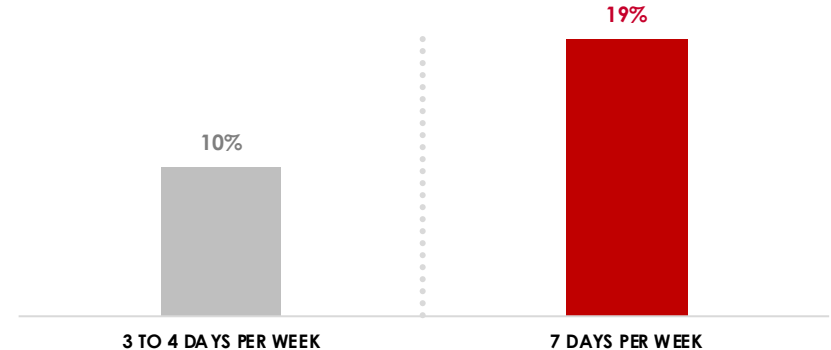
Response Rates are High Every Day of The Week.

Web Lift by Day of Week



Adding Incremental Budget to your Schedule Can Lead to Exponential Growth.

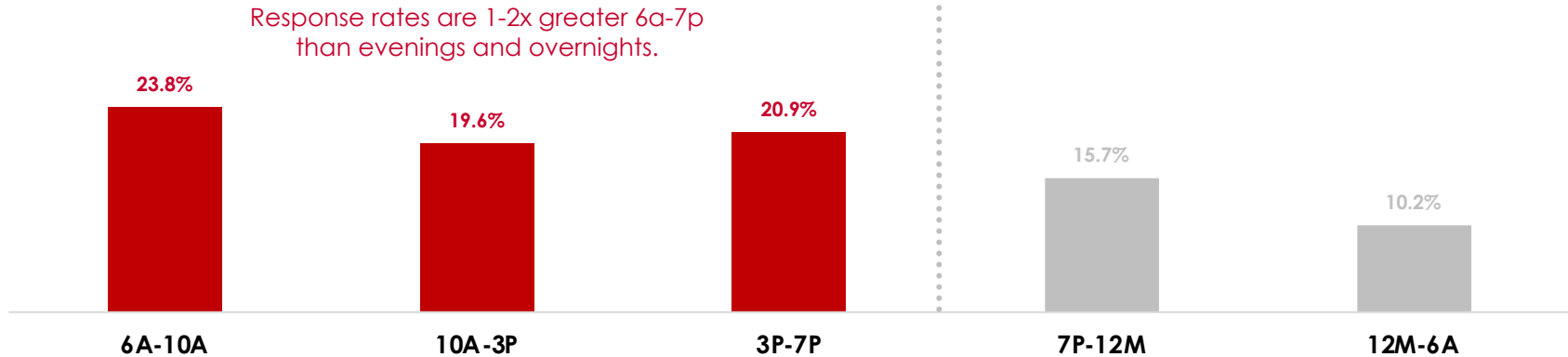
Web Lift by Number of Days per Week in Schedule



Car Shopping Aligns with Radio Prime Time

Car Shopping is a Daytime Activity as Response to Advertising is Highest in Prime.

Web Lift by Time of Day



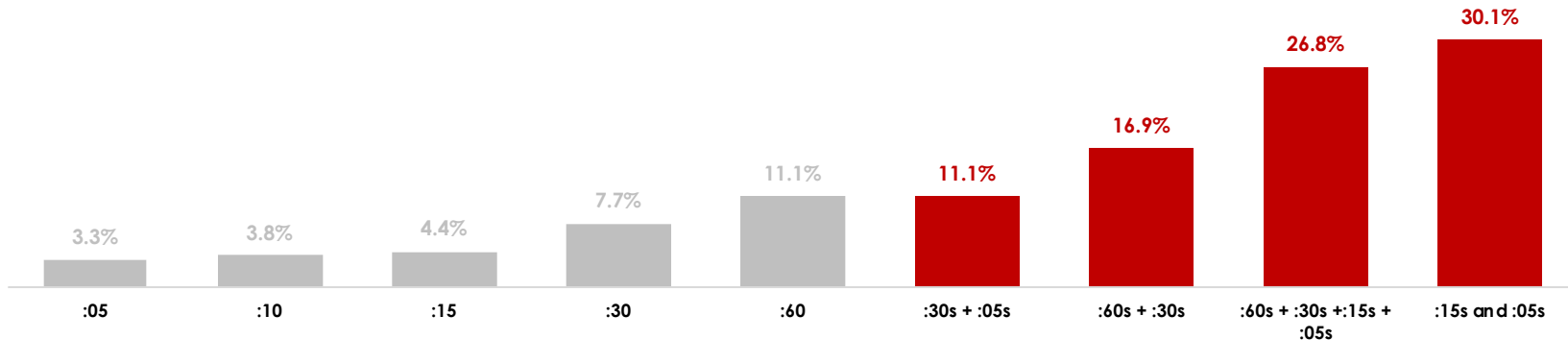
For Best Results, Use Multiple Ad Lengths

Campaigns with Multiple Ad Lengths Outperformed Single Ad Length Campaigns by over 2x.

Web Lift by Ad Lengths Used in Campaign

Average lift for campaigns with one ad length is +8%

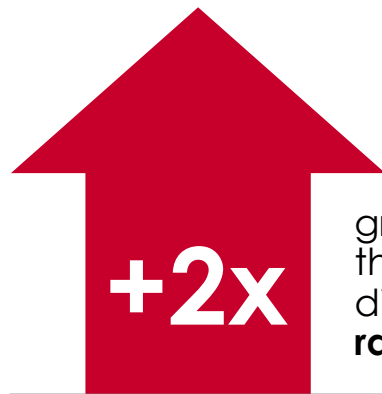
Average lift for campaigns with more than one ad length is +21%



4

**Study Highlighted
On-Air Influencers
Drive Optimal Results,
Because Radio is
A Companion.**

Campaigns that included
local radio influencers
generated an average of



greater response
than campaigns that
did not include **local
radio influencers.**

5

Research Concluded
Reach & Frequency
Are The #1 Factors
to Successful Marketing.

Reach & Frequency are Strongly Correlated,
and Reaching a Commercial Volume of Only

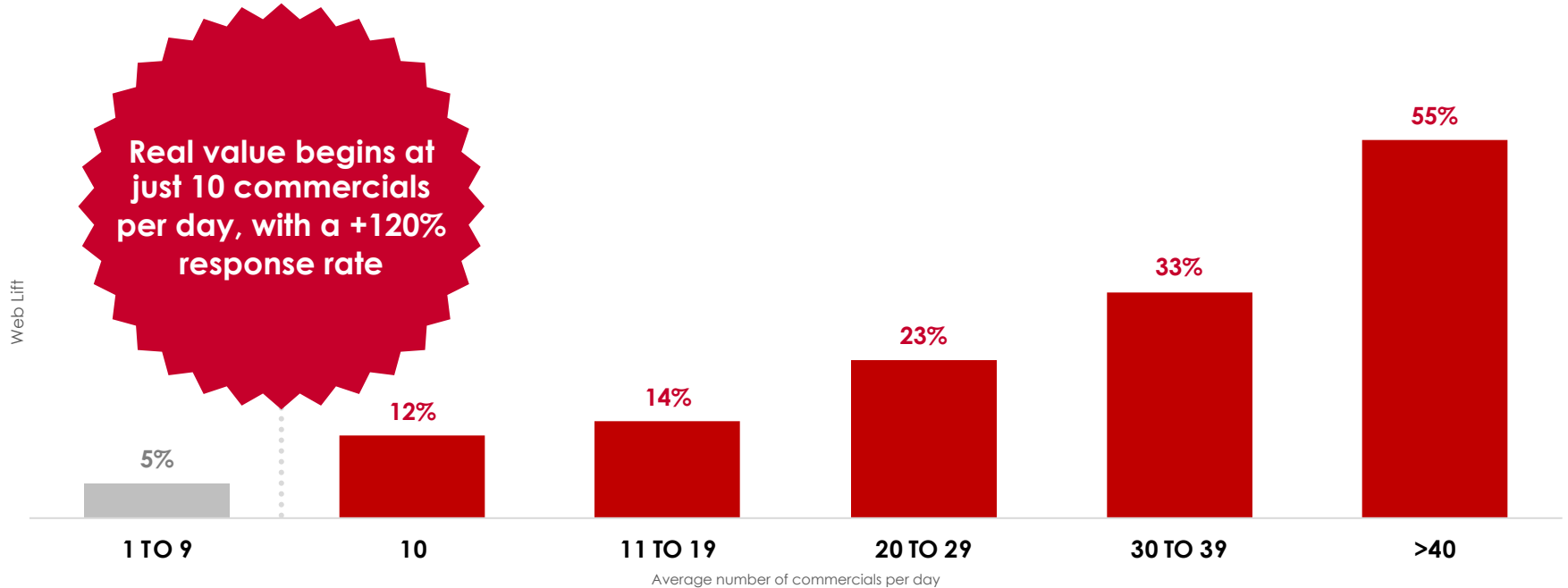
10 per day

(Using any Mix of Ad Lengths, Dayparts and Days of Week)

Leads to a
2X+ GREATER
Response Rate.



An Incremental Increase in Commercial Volume Multiplies Response Rates by Over 2X!





Ready to Turbocharge Your Automotive Radio Advertising?



Turbocharge Your Radio Advertising Today

Five Data Driven Recommendations Discovered from the Largest Study Ever Conducted on Automotive Radio Attribution

1

REACH & FREQUENCY

Build a strong radio schedule, with at least 10 commercials per day to drive immediate web traffic response.



2

EFFICIENCY

Gain efficiency by leveraging multiple ad lengths, all dayparts, and all days of week.



3

CREATIVE

Leverage the trust and companionship that on-air influencers provide with endorsement advertising.



4

MEASUREMENT

Use radio to web attribution software solutions such as LeadsRx to continuously monitor your campaigns.



5

OPTIMIZATION

Make minor changes to dayparts, days of week, spot lengths and creative to continuously optimize your marketing investments.



For more information...

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