



Radio Attribution

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The **LeadsRx Broadcast Attribution** product performs radio attribution by using two data sources: Google Analytics, and as-run spot logs.

Tens of millions of websites use Google Analytics, which is a free product that captures information about website visitors. The data that is collected includes the geographic location of visitors, how they arrive to a website, what pages they view, and more.

By analyzing Google Analytics data, LeadsRx calculates the increase in website traffic once a radio spot has aired as well as how long traffic remains at an increased level once the spot has finished. This "response window" is key to attributing success to radio both in terms of counts of web sessions as well the types of programming, creative, etc. that work best.

Using LeadsRx, the response window can be changed based on the radio spot. For example, spots aired during mid-day could have a response window of 10 minutes, and spot airing during drive time could have a longer window such as 30 minutes. This flexibility allows full capture of attribution given typical consumer behavior.

Response windows can also capture multiple time periods for a single spot. For example, some advertisers experience what LeadsRx calls, "the second breath of radio." This is website traffic that occurs 20-25 minutes after a spot airs for some types of advertisers.

LeadsRx Broadcast Attribution includes 7 standard reports and up to 5 custom reports based on any dimension desired. You can analyze results by daypart, day of the week, station, creative, tone, and more. The rich set of reports helps pinpoint opportunities for reducing wasted ad spend while also increasing the emphasis on what's working well.

A close-up photograph of a hand turning a volume knob on a car's radio control panel. The panel is blue and features various buttons and a digital display. The text "Radio Attribution" is overlaid in white on the right side of the image.

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An important feature of LeadsRx Broadcast Attribution is the ability to capture analytic reports into a customize PDF document. This allows easy sharing of results and can include your own annotations explaining all the details. Useful both within your company and between broadcaster and advertiser, these PDF reports help teams focus a the strategic plan to optimize radio spend without getting caught up in debate over opinion on what's working and what's not.

Schedule a demonstration of LeadsRx Broadcast Attribution to see the full product in action. <https://leadsrx.com/demo-request>