

A BROADCAST ATTRIBUTION CASE STUDY

RADIO BROADCAST COMPANY USES LEADS RX DATA TO SHOW INCREASED LIFT FOR PROMINENT ROOFING COMPANY ADVERTISER

A broadcast company with a substantial radio portfolio wanted to show one of its biggest clients, a large-scale roofing company, the value it receives from its broadcast advertising – particularly the “lift” the ads provide to its website traffic and overall marketing efforts. In addition, the broadcaster wanted the owner of the roofing company to recognize the impact he, himself, had on its advertising effectiveness, as he appeared in a few spots that performed well.

As a show of good faith, and in response to the pandemic biting down on the economy, the broadcast company placed ads on two additional radio stations for free and pushed for one more paid channel to increase the roofing company’s reach and, hopefully in turn, increase traffic to its website.

LeadsRx provided insights from impartial multi-touch attribution to the broadcaster to help make its case for radio advertising’s effectiveness. The results were pretty amazing when comparing pre-pandemic and pre-LeadsRx traffic lift numbers from February 2020 to May 2020, when spots aired across more stations.

RADIO PROVES EFFECTIVE, ESPECIALLY DURING QUARANTINE

Since the roofing company was the broadcaster’s client, the broadcaster had everything to gain if attribution showed, impartially, that ads on the two new free stations and paid ads on the one additional station were indeed driving traffic to the company’s website and, therefore, leading to more business and more conversions (roofing jobs).

Quite clearly, and fairly quickly after reviewing May’s attribution data, the amount of lift and traffic driven by the radio spots was evident. As an added bonus, the new spots and attribution data gathered from tracking them helped the broadcaster and client understand the value of the radio advertising during the pandemic quarantine.



RAISING THE ROOF

Impartial attribution data proves radio ‘lifts’ traffic to roofing company’s website



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KEEPING BRAND EQUITY DURING PANDEMIC

Company benefits from steady and increased advertising during quarantine

The insights from LeadsRx, coupled with anecdotal information culled from LeadsRx reports from other customers, it was obvious broadcast provided much-needed traffic lift to sites willing to invest in broadcast, as long as advertisers continued to invest in advertising throughout the entire quarantine.

Companies that cut back or completely shuttered broadcast advertising saw decreased effectiveness, and in fact their brands had a hard time recovering even when they returned to advertising. Companies that stayed the course and remained consistent with advertising, or increased exposure as in the case of the roofing company, saw their brands perceived as stable – and website traffic followed suit.

THE DETAILS – BEFORE (FEBRUARY 2020):

CLICKS:	286 for the month
CHANNELS:	Broadcast only
KPI:	<ul style="list-style-type: none">• Increase website traffic and drive more incremental lift• Broadcast lift of 7% of total traffic

INSIDE THE NUMBERS – CLICKS INCREASE BY MORE THAN 300%

From February to May 2020, each month showed an increase in traffic to the roofing company’s website driven by broadcast advertising. In May, with the addition of advertising on the two new free stations – which made up nearly half of traffic driven by radio – plus the added paid station ads, total clicks to the site increased from 286 in February to 1,166 in May. That’s a 307% increase.

As the spot numbers increased thanks to the ads on the new stations, overall lift to the company’s site also went up in a linear fashion. By May, broadcast jumped to 28% overall lift, up from 7% in February.

Another added benefit of attribution is being able to break down the effectiveness of spots to days of the week, dayparts, and even the content and specific shows. As the pandemic took hold, retailers and restaurants closed, and the public was asked to stay at home, it was discovered that lift from radio ads earlier in the week (Mondays and Tuesdays) jumped. It is likely people working from home were more easily able to schedule roofing estimates and construction appointments.

Attribution was also able to show that one particular radio show proved to have the best results and drive the most traffic, as well as prove that spots that featured the roofing company’s owner performed better than average – in fact, the top-performing spot in May featured him. In the month of April, attribution data discovered the Top 5 performing ad spots all mentioned rain – corresponding with rainy mid-spring weather – spurring action by listeners wanting to avoid damage from leaky roofs.



**MORE EXPOSURE
EQUALS MORE TRAFFIC**

Ads on additional stations drive
307% increase in website visits



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Of the 3,470 total clicks on the company's website over the four-month study period, attribution was able to break it down to how many clicks each radio station provided, ranging from a high of 1,932 on a top-ranking AM station to a low of 478 on a sister FM station.

By providing additional advertising exposure on the extra stations and convincing the roofing company to keep up its advertising spending during the quarantine, the broadcaster was able to drive 10 times the lift from February over the next three months.

THE RESULTS – AFTER (MAY 2020):

Clicks:	1,166 for the month
Channels Optimized:	Broadcast on new stations (2 for free; 1 additional paid)
KPI:	<ul style="list-style-type: none">• Website traffic increased 307%• Broadcast lift increased to 28% of total traffic (3 times more)

HOW DOES ATTRIBUTION WORK?

The broadcast company knew radio was an effective medium for its client, but being able to show, through impartial multi-touch attribution, broadcast advertising was indeed working helped it and the client optimize its various marketing campaigns and maximize its return on ad spend (ROAS) – the most important KPI.

By installing the LeadsRx Universal Conversion Tracking Pixel™, data was collected on 100% of the company's marketing touchpoints – in this case, exclusively broadcast. The LeadsRx pixel automatically learns about all touchpoints and properly allocates the right amount of conversion credit to each touchpoint.

As the data accumulated, customer journeys were populated into various real-time attribution reports – giving the broadcaster and the company instant access to the impartial attribution data they needed to make optimization decisions. Those customer journeys were also aggregated into fully customized segmentation reports – showing the business exactly who its “best” customers were, and how to get more of them.

LeadsRx Broadcast Attribution, specifically, helps show which advertising creative, station, length, time, and geography work the best at driving conversions. Key components of broadcast attribution include response window, second-breath attribution, geofence, channel filters, decay-curve analysis, overlap arbitration, national and local campaigns, and ingesting spot log data.



BREAKING ATTRIBUTION DOWN

The LeadsRx Universal Conversion Tracking Pixel™ captures all touchpoint data

EXAMPLES OF ATTRIBUTION REPORTS USED IN BROADCAST ANALYSIS

CREATIVE SEGMENTATION

Total Spots: **370**

Web Sessions Per Spot: **1.7**

Lift: **12.9%**

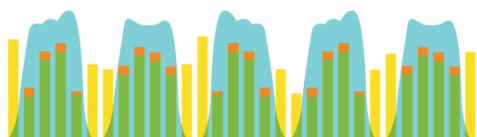
20% Off
BOGO
Free Ship
Call Now



This report shows you which creatives are performing the best relative to each other. Top performing creatives lead to more web sessions per spot than underperforming creatives.

WEB SESSIONS

Sessions **5,334** Attributed **611** Spots **370** Lift **12.9%**



Web Lift: Broadcast ads in March and April added **611 Web Sessions** to an advertiser's website, representing a **12.9% Web Lift**.

IMPACT REPORT

Spots **370**

Best Performing



Analysis
Daypart
Day
Creative

0 100

This shows your **best performing** dimensions, and how to optimize your broadcast campaigns around them.

Daypart: 10-3
Day: Saturday
Creative: 20% Off

ATTRIBUTION INSIGHTS – KEY RECOMMENDATIONS



Attribution can be used to help with customer acquisition (growth) and retaining that customer (profitability).



Attribution insights uncover opportunities to adjust ad spend, allocation, content, and messaging – to maximize KPIs for clients and broadcasters.



Broadcast is a valuable touchpoint. Even with the loss of “commute drive-time” listening, plenty of radio listeners were still listening at home and streaming. This led to an increase of overall exposure to ads and an overall lift to the site.



Radio ads placed earlier in the week during the pandemic performed better. Morning daypart advertising proved to cost nearly 5 times as much to drive a customer to the company website vs. late-night, namely due to the significant cost of morning ads and related lift to the website.