How do you know your Radio campaign is working?

The Age Old Question:
One of the biggest concerns with any type of marketing and advertising is accountability and tracking results. Radio, as a medium, has long been looking for an attribution tool that clearly demonstrates the medium’s effectiveness and contribution to the consumer’s “path to purchase”.

Entercom Audience Analytics is that tool. It instills a sense of confidence in the medium that can be a catalyst to growing Radio’s share of the advertising pie.

Entercom Audience Analytics matches time-specific advertising data to website data to provide predictive data patterns that can be used to determine the effectiveness of advertising and the return on investment.

Entercom Audience Analytics processes complex “big data” into easy to consume ‘Data At A Glance’ – providing time-saving, relevant advertising insights that can help refine advertising decisions.
What can we tell you about your campaign?

• With **Entercom Audience Analytics** engaged during a campaign, we are able to tell how many incremental consumers went to an advertisers website within 8 minutes of hearing a commercial on-air.

• This gives us the ability to measure the Direct Results of Radio campaign and prove the commercials are resonating with consumers.

• We can also measure the effectiveness of each individual piece of creative, telling advertisers which commercials are generating more site traffic, allowing us to shift the creative mix to commercials that are more effective.

• We can also look at daypart and station effectiveness, helping to optimize campaigns in real time.
What about web analytics?

• With Entercom Audience Analytics engaged, we can also tell you how many website visitors you had during your Radio campaign and compare that to a “control period” of time during which there was no active radio campaign.

• This comparison helps show you the overall residual effect of your Radio campaign, demonstrating the total lift in website traffic coinciding with your schedule.

• Until now, tracking phone calls was the primary gauge of Radio advertising’s direct results, but often the measurement methodology doesn’t accurately reflect Radio’s contribution to the “call”. People hear a commercial, look up the business online, call the business, and when asked… reference the internet as the vehicle that drove the response.

An exclusive service provided by Entercom. Don’t wonder whether your creative is working... KNOW whether it is working!!