**Radio Drives Search**

**Across 8 Brands and 2100+ Ads Studied, Radio Driven Search Increased 29%**

Austin, Texas – September 11, 2017 – Based upon an analysis of over 2100 local radio ads across 6 different categories, radio drove a 29% lift in search. Search lift patterns during this analysis show that radio driven search is greater during midday followed by morning drive. When it comes to days of the week, search driven by radio advertising is greater during the week days versus weekends.

Presented during Radio Show, these are just some of the key findings stemming from the Radio Advertising Bureau’s latest research study aimed to prove radio’s ability to influence behavior and drive web traffic. Developed in partnership with Media Monitors, Sequent Partners, and In4mation Insights, the study was conducted June through July of this year, are based upon brand radio schedules in the top 31 markets and comparing the schedules to Google Trends and Ad Words data.

“We know that radio delivers a strong return on an advertiser’s investment.” stated Erica Farber, RAB President and CEO. “This study underscores radio’s ability to drive web search, along with an advertiser’s ROI,” added Farber.

In addition to the findings noted, campaign effectiveness (creative) influenced the impact of the lift. Specifically the factors includes that aid in search are:

* Price deals
* New product or new product features
* Mention of specific locations
* Offers not related to price
* Addressing specific audience segments

President and CEO of Media Monitors, Philippe Generali stated: “As shoppers are increasingly evolving towards on-line consumption, our study proves that radio can significantly increase advertisers’ efforts to push customers to online activities – *Search* in this case – with the appropriate message. We could not be more thrilled with these results confirming radio’s crucial relevance today.”

“We are delighted that this study revealed an under-valued, incremental benefit that radio consistently provides to advertisers,” said Alice K. Sylvester, Partner at Sequent Partners. “It was also clear that there is an opportunity to increase this benefit with smart, measurement-informed, placements and creative approaches.”

“Showing the value of Radio advertising through a combination of Big Data and advanced analytics yields significant new insights for advertisers,” said Steve Cohen, Partner at in4mation insights. “As a means to drive ROI, this research shows that Radio ads have an important and rightful place in the toolbox of modern marketers.”

The team of researchers presented the full study at the recent Radio Show conference. To view the full session, click here: (INSERT URL)

RAB Members can download the full study presentation here: (INSERT URL)

Press Inquiries: To receive an executive summary, please send an email to press@rab.com.

**About the Radio Advertising Bureau**
The Radio Advertising Bureau is the not-for-profit trade association representing America's broadcast radio industry. Its primary objective is to drive revenue growth through advocacy, providing the tools and resources to help the industry attract new sales talent to the medium and enhance industry professionalism through training and support. The RAB serves more than 6,000 member stations in the U.S. and more than 1,000 member networks, representative firms, broadcast vendors, and international organizations. Learn more at [www.rab.com](http://www.rab.com).

**About Media Monitors**
Media Monitors is the nation's leading broadcast monitoring and verification service for broadcasters, print media, media investment companies and advertising agencies. Media Monitors is a subsidiary of RCS, the world's largest provider of broadcast and webcast software. For more information, visit [www.mediamonitors.com](http://www.mediamonitors.com).

**About Sequent Partners**

The Sequent Partners are highly respected research industry leaders and entrepreneurs, who have held leadership positions at J. Walter Thompson, General Foods, Leo Burnett, FCB and Y&R, BASES, and recently, RealityMine. They are past Chairman and President of the Advertising Research Foundation. They bring to this project deep expertise in advertising and media research, digital technology, measurement and econometrics.

Since 2003, Sequent Partners has driven innovation through proprietary, best-practice consulting for top advertisers and media companies. The firm conducted nine highly-visible industry ROI metrics and analytics initiatives, re-engineered network business frameworks through audience identification and segmentation, developed analytic approaches for single source big data, created technical requirements and techniques for data fusions, designed a cross-platform advertising measurement system, advised major advertisers on how to navigate changing media/data landscape, and developed USA TouchPoints, the only syndicated study of consumer’s daily lives and media consumption. Sequent Partners is respected for its objective, external expert perspective based on our broad experience across leading companies, cultures and disciplines … and our industry-wide network.

**About In4mation Insights**

In4mation insights specializes in the design of analytic organizations, delivers sophisticated analytics solutions, and provides resources to help companies make better use of all their data and analytic assets. As experts in the application of sophisticated, state-of-the-art marketing science models to answering modern business questions, our technical expertise and award-winning thought leadership is combined with practical, decision-focused solutions to help firms make better decisions and grow their top and bottom lines.

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