

RADIO'S PERSONALITIES DRIVE RESULTS

Double digit lift in web traffic for liquor brand

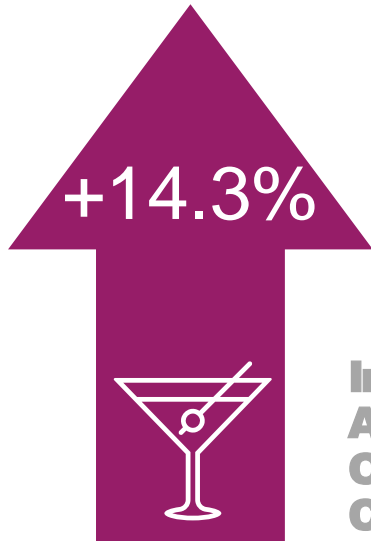
Radio drives double digit web lift

liquor

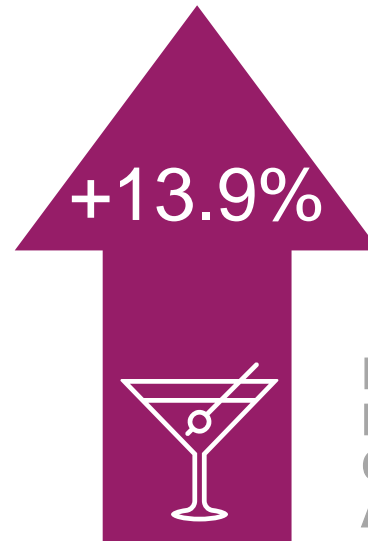
Radio drives **web lift**

RADIO ATTRIBUTED IMPACT ON LIQUOR BRAND'S WEB TRAFFIC

+3X
Liquor
Category
Norm



**Increase in Web Traffic
Attributed to Radio
On-Air Influencer
Campaign**



**Increase in
Daily Web Traffic
On-Air Days vs. Off-
Air**

THIS!
IS RADIO

RAB

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