

# RADIO DOMINATES THE FULL FUNNEL

Radio delivers KPI's & enhances performance

**Purpose:**

Determine audio's ability to Audio's ability to convert compared to other media channels.

**Key Findings:**

Radio shines all the way through the funnel, driving 48% of us to purchase. That's way ahead of TV (44%), social media (38%), and video (26%).

	Radio	TV	Digital Audio (Streaming/ Podcasting)	Internet	Internet Search	Social Media	OTT/CTV incl. SVOD
<b>AWARENESS</b>	48%	44%	42%	37%	34%	32%	25%
<b>CONSIDERATION</b>	36%	35%	37%	31%	38%	28%	20%
<b>CONVERSION</b>	41%	39%	39%	34%	31%	31%	22%
<b>TRUST</b>	34%	32%	34%	26%	26%	27%	19%

**Key Takeaways:**

- Radio ads drive 53% of listeners to try a telecom brand —better than every compared media channel.
- Radio ads drive 45% of listeners to try an auto brand —better than every compared media channel.
- Radio ads drive 45% of listeners to try an insurance brand —better than every compared media channel.
- Radio supermarket ads drive 42% of consumers to try a brand —better than every compared media channel.

Source: Audacy; Nielsen Commspoint Influence, Planning Insights, Channel Ranking, MRI Simmons, 2023. Channel cost has been taken into consideration in metrics