

RADIO'S PERSONALITIES DRIVE 14% LIFT IN WEB TRAFFIC - LIQUOR BRAND

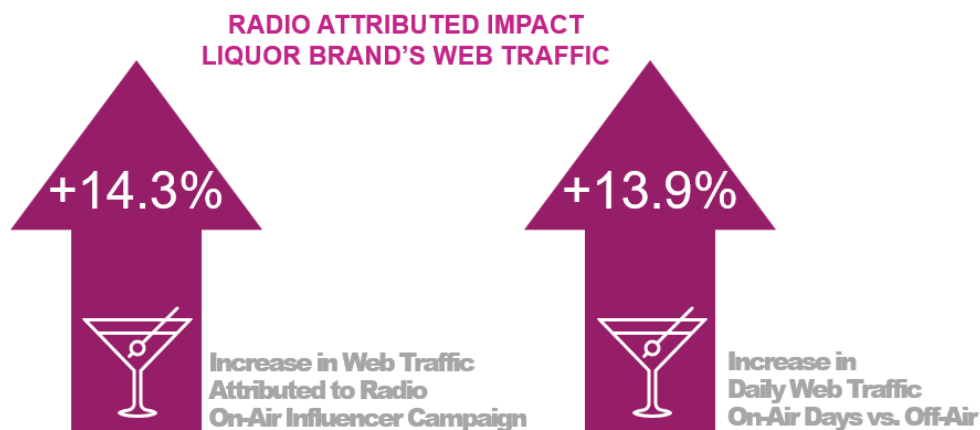
Exceeding category norms by 4.3%

Purpose:

Measure the impact of a local radio personality endorsement campaign designed to grow web engagement.

Key Finding:

Radio's on-air talent, in the two markets where the campaign ran, drove an incremental +14.3% lift to the Liquor Brand's website.



Key Takeaways:

- The liquor brand successfully tapped into the power of local radio personalities, relying entirely on endorsements to break through and generate results.
- The radio campaign resulted in an incremental +14.3% lift in web traffic attributed to radio, well above the liquor category norm of +4.3%.
- The liquor brand saw a +13.9% lift in online activity when the radio campaign kicked in vs. the weeks prior to the campaign start.

Source: Katz Radio Katz Analytics | AnalyticOwl study for Liquor Brand Q4 2023