

RADIO DOMINATES THE FULL FUNNEL

Delivering KPI's across categories better and in addition to other media

Radio dominates the funnel for

healthcare

Audio vs the rest **healthcare**

Just how does audio compare to other leading media channels when matched up head-to-head on hospital ad campaigns?

Digital audio ads drive 36% of potential patients to consider a hospital – 34% say the ads help them trust a brand!

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

Percentage of Ad-Exposed Consumers Impacted by Advertising

Radio dominates the funnel for

telcom

Audio vs the rest **telcom**

Just how does Audio compare to other leading media channels when matched up head-to-head with other media?

Radio ads drive 53% of listeners to try a telecom brand — better than every compared media channel.

	Radio	TV	Outdoor Digital Display	Digital Radio	Social Media	Internet Search	Online Video
AWARENESS	57%	57%	53%	45%	40%	38%	34%
CONSIDERATION	49%	50%	46%	41%	39%	40%	30%
CONVERSION	53%	53%	49%	41%	38%	36%	31%
LOYALTY	44%	46%	40%	37%	29%	29%	27%

Percentage of Ad-Exposed Consumers Impacted by Advertising

Radio dominates the funnel for

automotive

Audio vs the rest **automotive**

Just how does Audio compare to other leading media channels when matched up head-to-head with other media?

Radio ads drive 45% of listeners to try an auto brand —better than every compared media channel.

	Radio	TV	Digital Audio (Streaming/ Podcasting)	Internet	Social Media	Internet Search	OTT/CTV incl. SVOD
AWARENESS	51%	46%	45%	41%	37%	33%	29%
CONSIDERATION	40%	38%	38%	37%	32%	34%	23%
CONVERSION	40%	38%	38%	37%	32%	34%	23%
LOYALTY	34%	32%	32%	29%	28%	23%	21%

Percentage of Ad-Exposed Consumers Impacted by Advertising

Radio dominates the funnel for

insurance

Audio vs the rest **insurance**

Just how does Audio compare to other leading media channels when matched up head-to-head with other media?

Radio ads drive 45% of listeners to try an insurance brand —better than every compared media channel.

	Radio	TV	Digital Audio (Streaming/ Podcasting)	Internet	Social Media	Internet Search	OTT/CTV incl. SVOD
AWARENESS	52%	47%	46%	40%	35%	34%	27%
CONSIDERATION	40%	39%	40%	34%	30%	38%	22%
CONVERSION	45%	42%	43%	37%	33%	31%	24%
LOYALTY	34%	33%	34%	28%	26%	24%	20%

Percentage of Ad-Exposed Consumers Impacted by Advertising

Radio dominates the funnel for

grocery

Audio vs the rest **grocery**

Just how does Audio compare to other leading media channels when matched up head-to-head for supermarket ad campaigns?

Radio supermarket ads drive 42% of consumers to try a brand —better than every compared media channel.

	Radio	TV	Online Radio	Podcast	Internet Ads	Online Video Ads
AWARENESS	48%	45%	42%	42%	35%	25%
CONSIDERATION	37%	37%	37%	36%	31%	21%
CONVERSION	42%	40%	39%	39%	32%	22%
LOYALTY	32%	32%	32%	29%	25%	18%

Percentage of Ad-Exposed Consumers Impacted by Advertising

THIS!
IS RADIO

RAB

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