

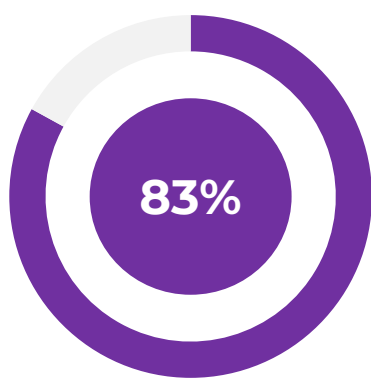
RADIO WORKS

Why radio is the best
medium
for D2C brands
&
e-commerce

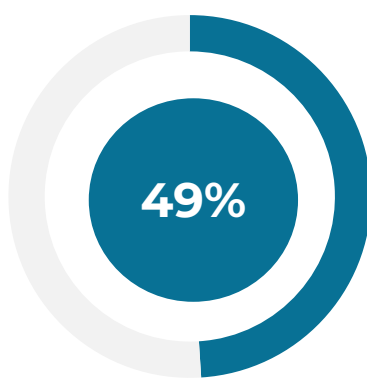
Radio reaches more online shoppers than any social media platform

Radio vs. Digital Platform Reach

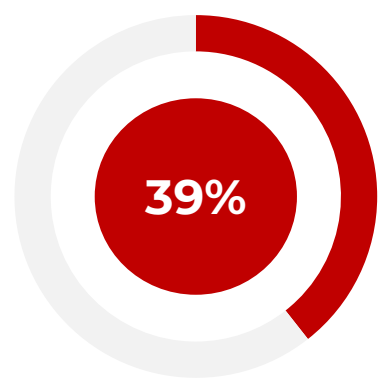
AM/FM Radio



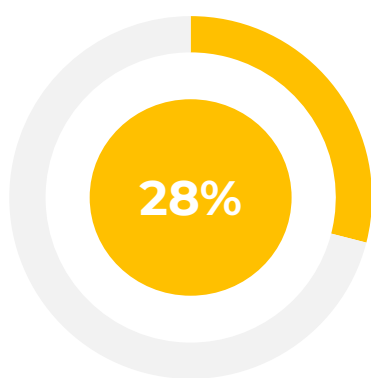
Facebook



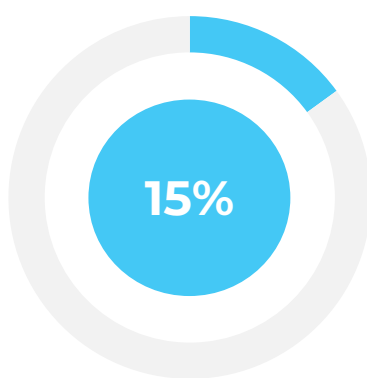
YouTube



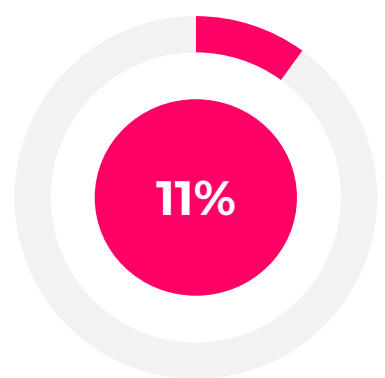
Instagram



Twitter



Video Sharing (Tik-Tok)



Canadians who have shopped internet department/warehouse stores in the past year – 7-day reach 18+

Source: Numeris RTS Canada Fall 2022 18+ Total Canada; Department/ Warehouse Stores shopped online in past year; Social networks used past 7 days; Total Radio Market Reach 7 day cume

Radio drives traffic to online stores



+21%

lift in **web activity** for D2C brands*

On average, advertising on radio drives a +21% lift in site activity for direct-to-consumer brands



+92%

Additional direct online effect**

Research showed that radio drives up to 92% additional direct effect online

*Radio: LeadsRx study of 62 direct-to-consumer advertisers, [link](#)
**Measuring radio's ability to drive web conversions – Talpa (NL), [link](#)

Radio drives web traffic



+43%

Average **brand web traffic** lift



Campaigns with
clear call-to-action to web/app
generate on average

5x
more visits/GRP

Source: Radio to Web, Nielsen, TVTY, 2022, [link](#)

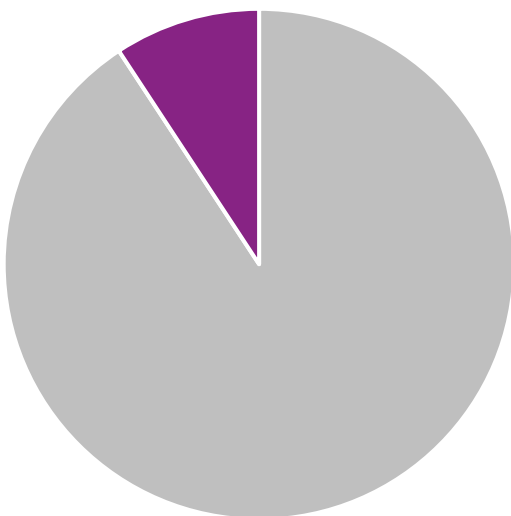
Radio delivers high effectiveness and efficiency

With only **10.2% share of advertising spendings**, radio generated **27.8% share of website visits**



Share of the media mix

Radio 10.2%

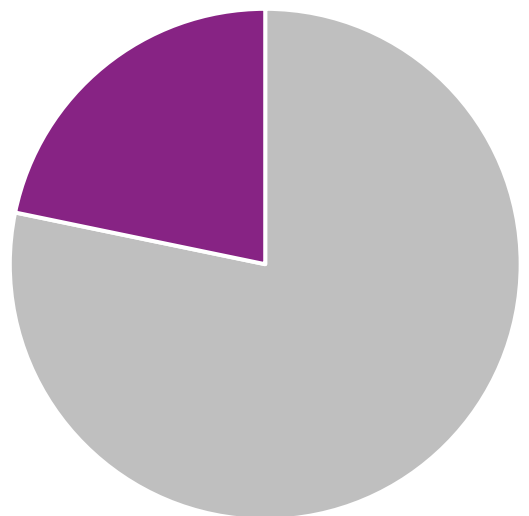


■ Other media ■ Radio



Share of the media impact

Radio 27.8%



■ Other media ■ Radio

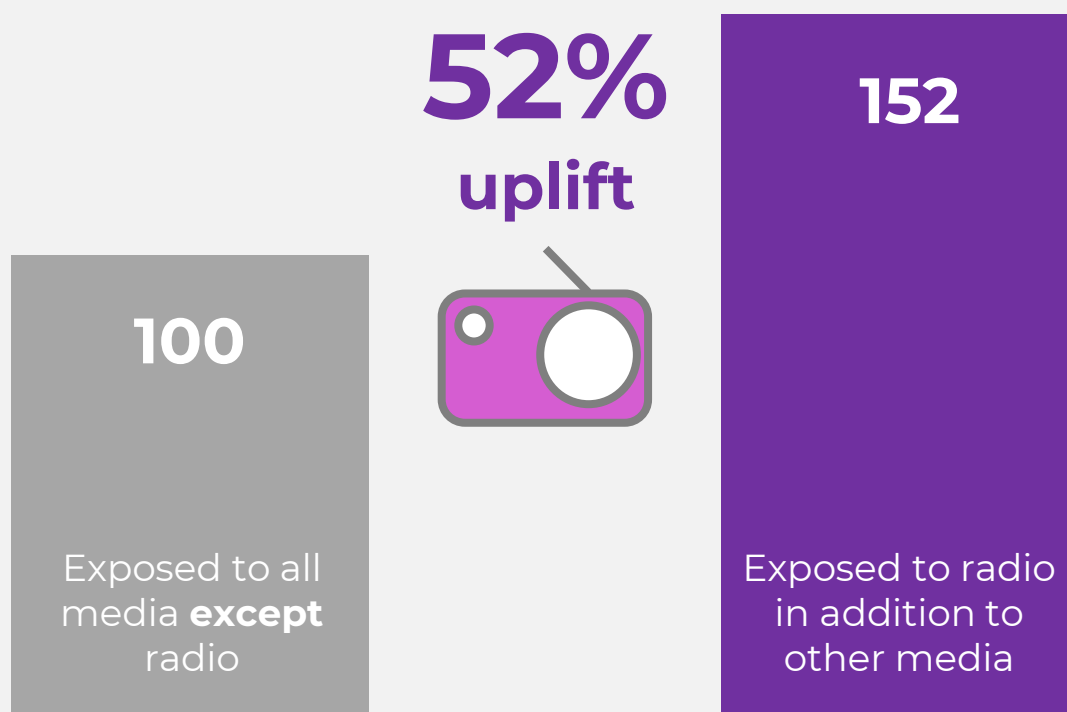
Source: Drive2Web from radio campaigns: bynd on behalf of ARD, [link](#)

Radio drives Google search



+29%

Lift in **Google search** activity*



Radio advertising boosts **brand browsing by 52%****

*Radio Drives Search, RAB, Radio Monitors, [link](#)

** Radio: The Online Multiplier, Radiocentre UK, [link](#)

Radio is cost-effective and delivers high ROI

Radio is
**4x more
cost-effective**
at stimulating brand browsing than
other media*

Radio ROI



Spend on radio



Generated
on average**

* Radio: The Online Multiplier, Radiocentre UK, [link](#)

**Ekimetrics Survey 2021 - in 4 sectors: Automotive, Telco, PCC, Retail, [link](#)

D2C brands are increasing their ad spend on radio!

Direct-to-Consumer Brands' Total Radio Spend (2021 vs. 2019)



1.7x



2x



2x



2x

Source:
World Radio Alliance

The number of D2C brands that advertise on the radio is growing!

Number of DTC Brands active on Radio (2021 vs 2019)



+20%



+22%



x2.6

Source:
World Radio Alliance

Join these top D2C radio spenders

amazon

zalando

Vinted

PELOTON

ManoMano

Tadaaz

ebay bol.com[®] de Bijenkorf

zooplus

airbnb

cewe

mondclick
IO COMPRO QUI

TrenDevice

cool blue

WEWINE

goodfood

ABOUT YOU[®]

KAMERA EXPRESS

23andMe +Babbel

dehands

ememain

smartphoto

Uber

Casper

Sample of top D2C spenders on radio from selected markets

RADIO

with its ability to:

- connect & engage with the audience
- use its mass reach
- drive search & site traffic effectively for a low cost

is the **best medium** to deliver messaging for **D2C brands.**



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RADIO
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is a worldwide
grouping of
broadcasters' and
sales houses' trade
bodies across 16
markets, whose joint
objective is to promote
radio.

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