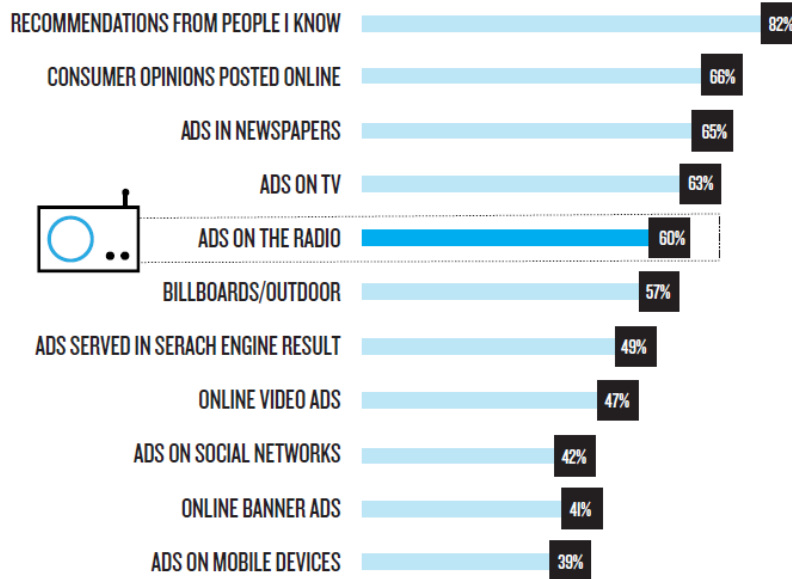




## RADIO ADS ARE MORE TRUSTED THAN ONLINE ADS

PERCENT OF PEOPLE THAT TRUST SOMEWHAT OR COMPLETELY



Broadcast Media has developed a relationship with their audience over the years. Digital Media does not have the same personal connection among consumers. This is just one more example of why radio advertising is so effective.

## Radio + Digital = RESULTS

Many studies have proven that Radio provides significant lift to the online advertising footprint of a brand. Consumers TRUST radio and the brands they learn about on the Radio. Radio has the unique ability to transfer that trust to a brands online advertising footprint, providing significant uplift for campaign utilizing both radio and digital!

### Radio: The Online Multiplier - Key findings

1. Exposure to radio advertising **boosts brand browsing by an average of 52%**
2. Radio is on average 4x more cost-effective at stimulating brand browsing online than other media combined



## Radio + Digital

You have heard about digital marketing

### Opportunities include:

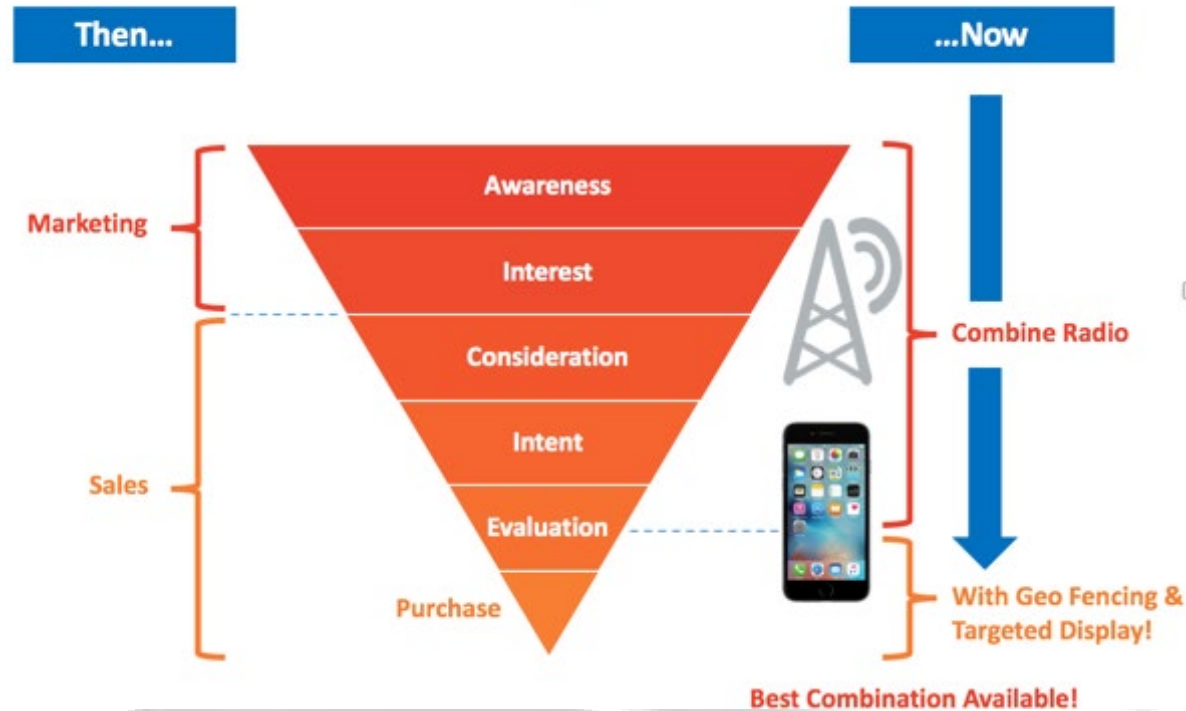
- Facebook/Social Media Advertising
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Paid Search / Google Adwords
- E-mail/Database Marketing
- Mobile
- Geo Fenced Mobile
- Standard Display/Banner
- Retargeted Display Advertising
- Geo Fenced Retargeted Display
- Behavioral Retargeting
- Predictive Retargeting
- IP Matching
- Video Pre-roll/Mid-Roll/Post-Roll



## The New Marketing & Sales Funnel

What is the best use of my advertising dollars?

Concentration is the key to success? What can you dominate?



# The Digital Sales Funnel

