

WHY DIGITAL & RADIO?



What is digital advertising?

A group of tactics used to reach people online.

What makes digital advertising effective?

REACH – Digital advertising reaches almost everyone.

RELEVANCE – It's highly targeted

SCALE – Digital advertising scales with available budget.

MEASURABILITY – With digital, you can quickly see what's working.

Why use digital advertising?

- *It creates awareness & interest*
- *Educates and informs consumers*
- *Inspires and incentivizes purchases*
- *Engages with customers post-sale*

The average adult spends 3hrs & 23min on their phone every day.

93% of Americans over 18 listen to the radio every week.

Radio reaches 228.5 million US consumers; more than any other content medium.

WHY PAIR DIGITAL AND RADIO?

Digital advertising & radio together create a seamless cycle of touchpoints.

Touchpoint #1: Hears ad on radio

Touchpoint #2: Sees ad on station website

Touchpoint #3: Hears ad on radio

Touchpoint #4: Sees ad on favorite website

...

→ *Converts to customer*

Radio

- Wide audience, high-level brand messaging
- Point-of-purchase sales at physical locations
- Trusted source of information
- Consumed when people are usually offline

Digital

- Targeted, audience-specific messaging
- Online and in-person purchases
- Benefits from credibility boost
- Consumed when people aren't listening to radio

DIGITAL MARKETING OPTIONS



Display or 'Banner' Ad Marketing

- *Display advertisements are graphical images placed on both mobile and desktop versions of websites.*
- *Also known as banner ads, the “serving” or presentation of these ads can be highly-targeted, reaching **specified locations, demographics and groups of people** based on certain online behavioral interests.*
- *By creating a full suite of display ad sizes, an advertiser can reach their target audience on desktop and laptop computers, tablets, and smartphones.*
- ***Display** excels at consistently reaching a core audience of the most qualified customers.*

Approach

Display Ads

Where ads are served	Websites (desktop, tablet and mobile)
How websites are chosen	Premium websites in line with the target audience
Devices	Desktops, laptops, smartphones and tablets
Geographic targeting	Zip codes and regions
Demographic targeting	Gender, age, household income, education and parenting
Behavioral & contextual targeting (audience interests)	900+ (client chooses 3-15)
Retargeting	Yes
Campaign measure	Reach and frequency
Minimums	Recommended frequency of 5-10 per month
Analytic components	Campaign map, impressions, clicks, CTR, engagements, impressions by location, impressions by day, site list and live ad screenshots.



Geofencing

- *Location-based advertising that is specifically served to audience members while they are using apps and websites on mobile devices and tablets that have location services enabled.*
- *GPS-based technology that is centered around a specific location(s).*
- *A virtual fence is placed around the location(s), targeting users who are online and physically nearby.*
- *Advertisers are encouraged to take advantage of location-based advertising products, like geofencing and video geofencing, when they know the target audience and where those people spend their time.*

Approach

Display Ads

Where ads are served	4,000 curated apps and mobile websites
Devices	Apps and websites on mobile phones and tablets
Geographic targeting	Specific locations and the surrounding areas
Demographic targeting	Not available
Behavioral & contextual targeting	Not available
Retargeting	Not Available
Campaign measure	Impressions and clicks
Analytic components	Campaign map, impressions, clicks, click-through rate, creative performance A/B comparison, impressions by location, impressions by day and site list



When to Use Geofencing vs. Targeted Display

They may seem similar on the surface, but there are distinct differences between the two strategies.

Simply Put Targeted display reaches an intended audience based on geography, demographics and past online behavior, while geofencing uses GPS technology to serve advertisements to qualified users based solely on location. Therefore, advertisers that want to reach people who demonstrate specific online behavior and fit certain demographics, in addition to being in a certain location, should use targeted display. Advertisers who know where their customers gather and want to reach people who are near a certain location, or set of locations, should look to geofencing. Additionally, advertisers should consider geofencing if they want their ads to only be served to apps and websites viewed on mobile phones and tablets, or targeted display if they are looking to serve their ads on desktop or laptop computers in addition to phones and tablets. Overall, the decision to use one or the other, or both, of these tactics depends on the advertiser's objective and what is known about the target audience.

Geofencing and Targeted Display Work Great Together

Depending on the budget and goals, these products often work well in tandem, allowing an advertiser the luxury of not having to choose between one or the other. When attempting to drive brand awareness or traffic to a purchase point, utilizing both tactics can be highly productive because it creates an opportunity to reach multiple narrowly targeted audiences

Approximate Cost

- The recommended amount of *impressions per method is 100,000 impressions per month.

This number will give the reach and frequency that advertisers want to achieve during a digital campaign to consider it successful.

*Impressions - Recorded each time a digital ad is served to a website or application

- The average monthly cost for 100,000 impressions for Display ads is \$1200
- The average monthly cost for 100,000 impressions for Geofencing ads is \$1500