

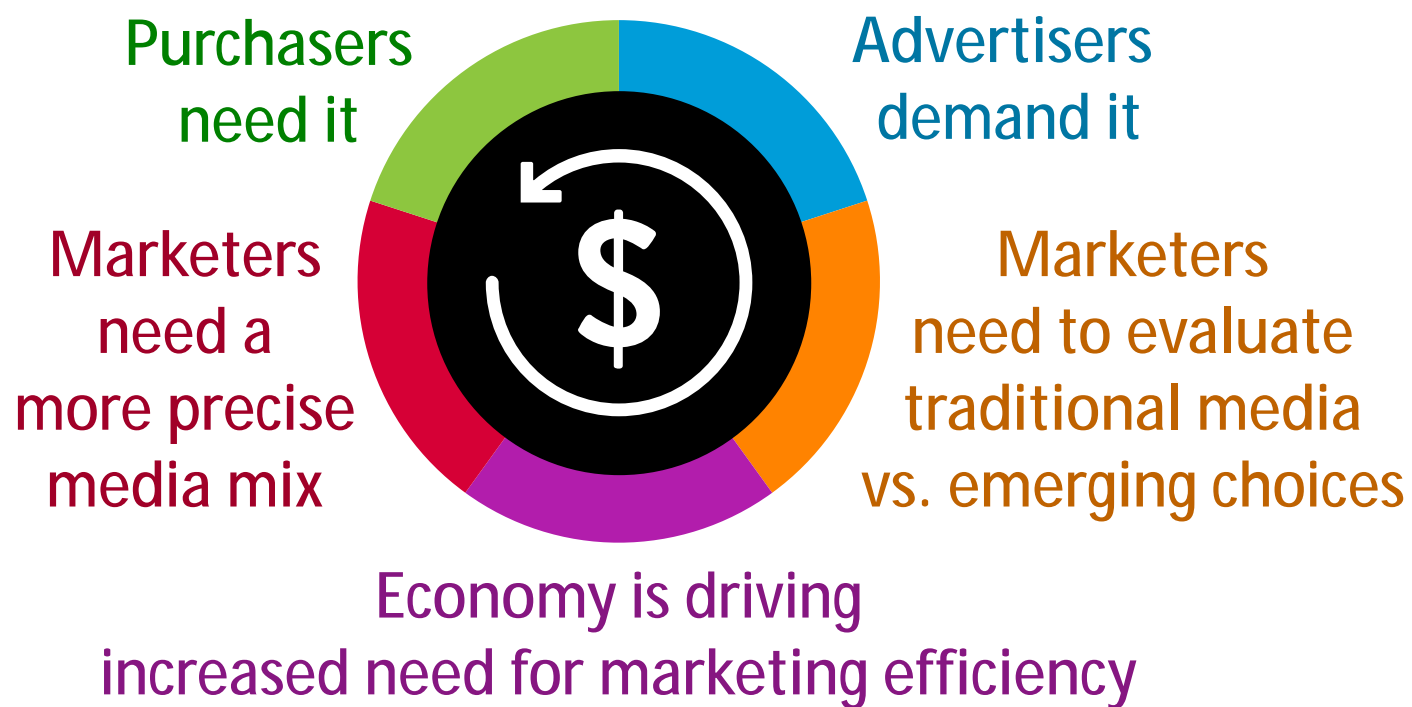
nielsen



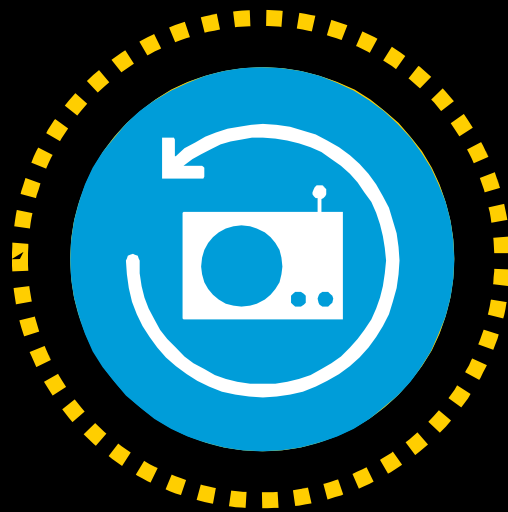
NIELSEN CRACKS THE CODE ON RADIO ROI

April 28, 2014

HIGH DEMAND FOR ROI



THE NIELSEN
ACQUISITION OF
ARBITRON



PROVIDED THE
FINAL PIECE TO
DEVELOP THE
"HOLY GRAIL"

RADIO ROI



WHAT IS RADIO ROI?



WHAT IS RADIO ROI?

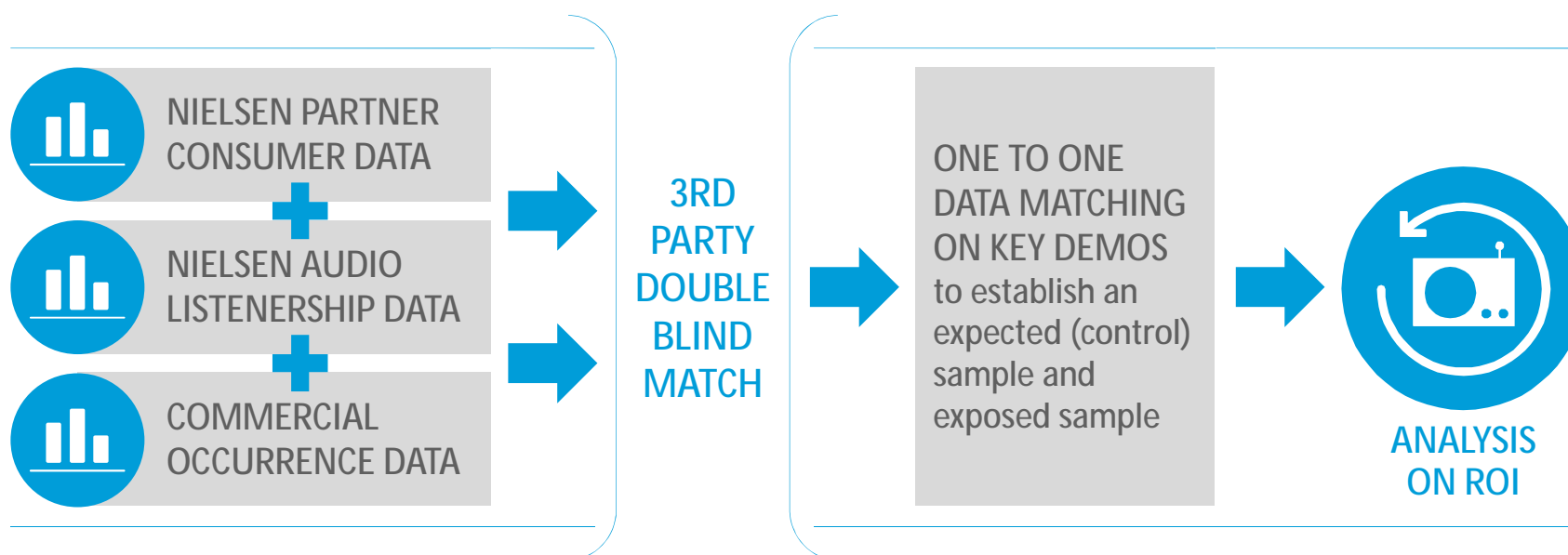
A **breakthrough collaboration** between Nielsen and various partners creating the first single-source ROI tool for radio.



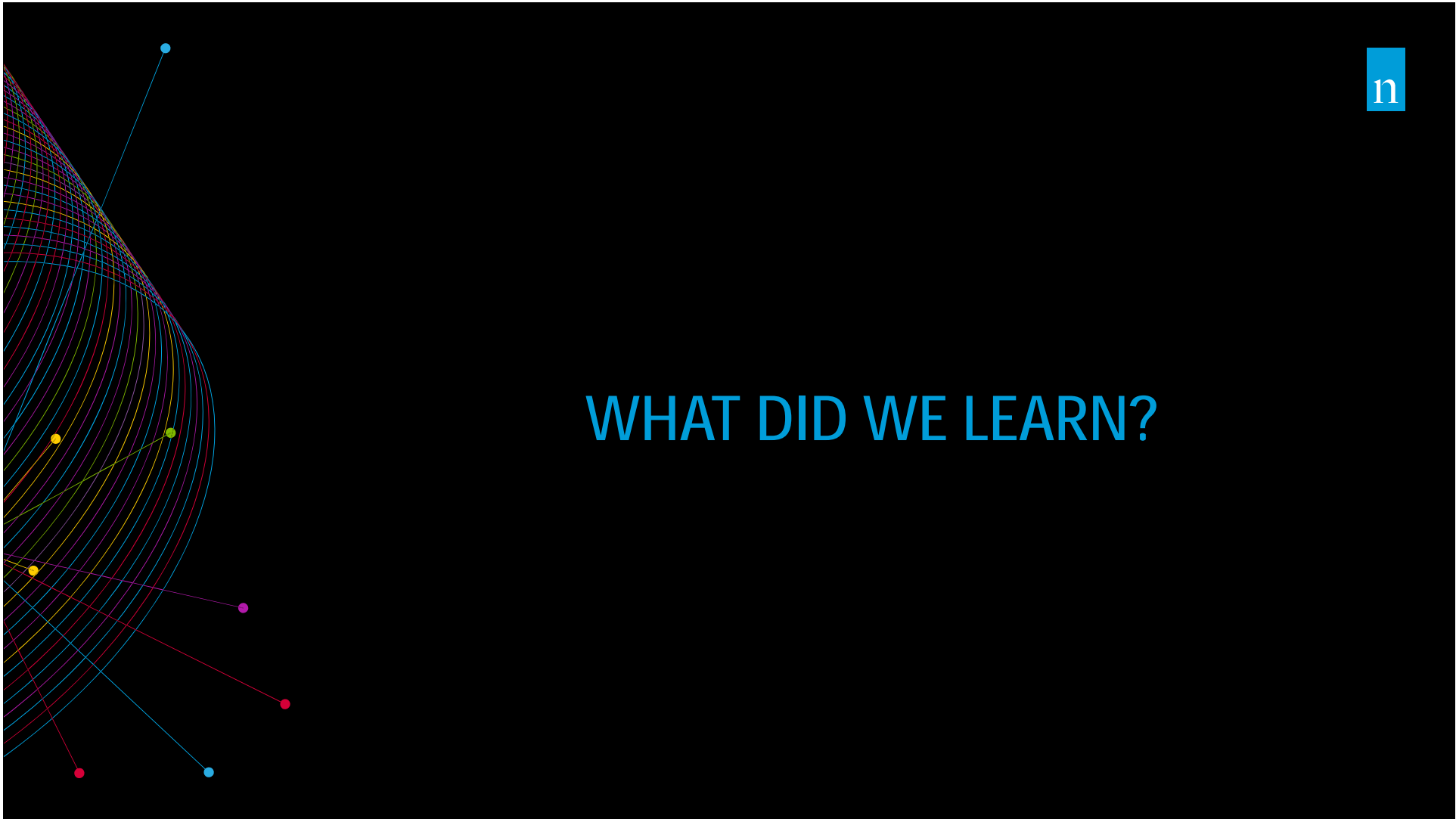
WHICH CATEGORIES ARE COVERED?



HOW DO WE DO THIS?



WHAT DID WE LEARN?





CPG



\$6:\$1



Advertisers achieved over \$6 of incremental sales
for every \$1 spend on radio



MEDIA



Radio
demonstrated
16%
conversion rate
for promos



Radio worked well as
a reminder medium
by increasing
frequency



RETAIL

Radio works well for driving loyalty



Radio increased retention by as much as **11%** for a big box retailer



WHERE DO WE GO FROM HERE?





STARTING TODAY, NIELSEN
WILL MAKE **RADIO ROI**
ANALYTICS AVAILABLE TO ALL
MARKETERS