![LeadsRx — An Unbounce Company]

TAKE A MULTI-TOUCH ATTRIBUTION APPROACH
TO TRACK YOUR RADIO ADVERTISING

Analyzing the success or failure of broadcast radio advertisements can be a challenge, especially with point solutions that isolate this medium without consideration for other advertising channels involved. The LeadsRx approach differentiates itself by providing an off-the-shelf omni-channel solution for evaluating the performance of radio advertising in conjunction with all other marketing channels – digital ads, broadcast TV and streaming commercials, and even direct mail.

By looking holistically at all channels together, including your radio ads, you get an impartial view of the customer journey and insights into how well your radio ads are performing in a true multi-touch attribution environment.
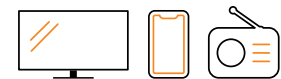
AN OMNI-CHANNEL SOLUTION
All marketing channels, including radio ads, are measured without bias to optimize performance.

HOW DOES LEADSRX MULTI-TOUCH ATTRIBUTION WORK?

By utilizing our enterprise-level multi-touch attribution solution, marketers can quickly identify which advertising channels are the most effective in converting customers. LeadsRx goes beyond just analyzing web lift from radio advertising – it is important, and part of the equation – but we show you exactly which ads, which programming, and what content are best at driving bottom-funnel conversions.

More importantly, we don't just simply focus on your radio advertising.
- How are your radio ads contributing to your overall marketing efforts?
- How are other channels influencing the effectiveness of your radio ads, such as adding to the awareness created by your ads?
- How are all channels working together to drive top-line growth by creating conversions?

Impartial multi-touch attribution answers all of these questions and more.

Our proprietary Universal Pixel™ identifies the entire customer journey for both online and offline events. Touchpoints are captured when prospects visit web pages, participate in marketing campaigns, view impressions of ads, hear radio and podcast ads, view TV ads, and generally move through the sales funnel.

From the moment our pixel has been installed on your website, the LeadsRx platform immediately begins collecting data on all of your **inbound digital** marketing programs. **And with our Open API architecture, we can also track offline conversions from radio CTAs such as phone calls and SMS conversions.**

The pixel automatically learns about these touchpoints and gives each the right amount of credit. Customer journeys are available on an individual basis and in aggregate for fast reporting and attribution insights.

UNIVERSAL PIXEL™
Our proprietary pixel captures first-party data from all campaign touchpoints, including radio.

RADIO ATTRIBUTION IS AN EXTENSION OF LEADSRX MULTI-TOUCH ATTRIBUTION

How do we "connect the dots" between a radio ad that leads to an in-store or online visit that ends up as a conversion? Our proprietary LeadsRx Universal Pixel™ works with all online and offline marketing channels. Our radio attribution capabilities are an extension to our omni-channel attribution solution.

Radio advertising is incorporated into the attribution data and insights from all marketing channels to provide a complete view of the overall customer journey. See how radio ads contribute to that journey. Specifically within the radio realm,

we'll measure visits to advertiser websites; "second-breath" attribution influenced by radio ads; website lift due to ad exposure; segmentation on dimensions such as creative, station, dayparts, spot length; and other custom dimensions.

Through insights from multi-touch attribution, you will know which of your advertising campaigns – radio ads included – are working and, more importantly, which are not. Armed with this unbiased attribution data, you can optimize your campaigns for return on ad spend – a critical KPI every advertiser needs to be focused on.

THE EVOLUTION OF RADIO ATTRIBUTION

WEB-LIFT ATTRIBUTION

Web-lift attribution works great for optimizing the dimensions of your radio campaigns.

Day part, day of week, station, creative, geographic market, offers and many other things – all related directly to the radio channel – can be improved with web-lift attribution.

This is great if you want to compare station vs. station, spot vs. spot, creative vs. creative, ad timing vs. ad timing within the broadcast radio spectrum. However, this level of attribution cannot tell you how to optimize your campaign in a multi-touch, omni-channel environment to see how radio compares to and works with other marketing channels.

Radio Ad -$0.70

Web Visit

THE BROADCAST

THE CUSTOMER JOURNEY

THE SALE

SALES-LIFT ATTRIBUTION

Radio Ad -$0.70

Web Visit

Facebook -$1.20

Web Visit

Google -$1.70

Web Visit

Radio -$1.80

Web Visit

Sale +$500

Sales-lift attribution still covers all of the great things about web-lift radio attribution – such as the ability to optimize across all of the same dimensions (station, creative, timing, etc.)

But unlike point-solution analysis, full-pixel attribution also includes all other marketing channels in the attribution analysis.

Without bias, radio can be optimized in conjunction with all of the other marketing campaigns.

Full credit can be given to radio by identifying how radio drives direct, SEM, and social media traffic.

Conversions are tracked and revenue events considered when evaluating campaign effectiveness.

A true ROAS analysis can be performed, with the costs off all marketing touchpoints being included with conversions – radio among them.
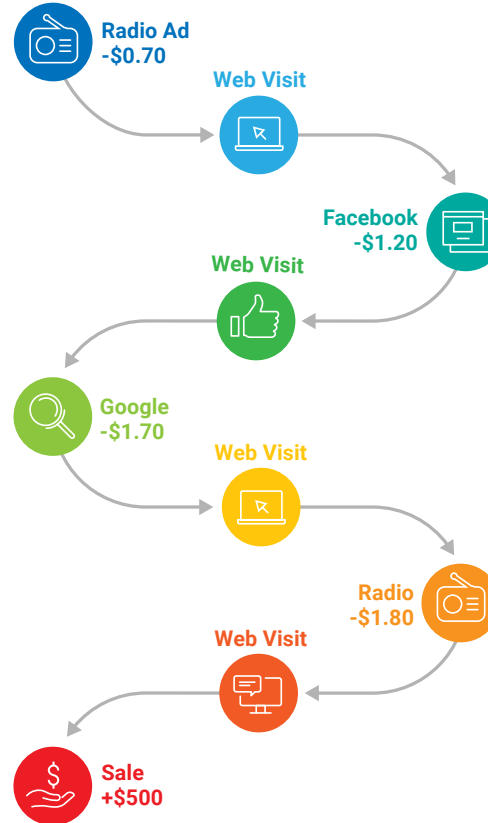
THE COST OF RADIO ADVERTISING

THE FINANCIAL RETURN ON RADIO ADVERTISING

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