

A MULTIMEDIA COMPANY CASE STUDY



From a power equipment dealer to automotive dealers to a pizzeria, Steel City Media is helping its radio advertising clients capitalize on the power of attribution data and insights

A pizza place saw a 4-to-1 increase on return on ad spend when it identified how much traffic (lift) radio advertising was driving to its website and helped focus its on-air ads. A power equipment dealer had its best sales year in history despite – and due to – the pandemic in 2020-21, as radio helped push traffic to one of its more remote locations. An auto dealer identified 16% lift to its site in one month attributable to radio ads, down to the interactions per commercial.

When Steel City Media wanted to show its advertisers the impact radio ads were having on their marketing campaigns, it turned to LeadsRx and its products and services to provide impartial insights from attribution data. A locally owned Pittsburgh-based multimedia company with market-leading media outlets in both Pittsburgh and Kansas City, Steel City Media is a radio company that expanded into radio advertising over the course of its 30 years in business – and now serves as an agency for many of its clients.

“We were looking for partners to help us show the value of audio,” said Michael Frischling, co-owner and vice president of Steel City Media. “LeadsRx technology allows us to talk to our clients about multi-touch campaigns. We talk about touchpoints, the sales funnel and the customer journey – how LeadsRx products quantify the touchpoints and how potential customers are affected by different media. Our sales reps that have taken advantage of the LeadsRx tools have had better discussions with our advertisers.”

Steel City has had such success helping its advertisers on its own stations, it has morphed its business into a full-service, multi-platform marketing company serving as the agency of record for advertising clients. Steel City’s team helps its clients buy advertising from competing radio stations, as well as OTT, TV and cable outlets, and other advertising and marketing channels.

The goal is to help its advertisers boost exposure, which in turns increases sales, which ultimately provides a better return on ad spend by identifying the proper mix of marketing channels.



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Steel City Media

“As a locally owned and operated business, we have great relationships with our clients, and now we have become their full-service marketing agency, developing their marketing strategy, and being their ad buyer,” said David Hartle, director of sales for Steel City Media.

REVVING UP POWER EQUIPMENT SALES

Steel City first convinced the M&R Power Equipment Group – a John Deere and Kubota dealer, also offering other well-known power equipment brands – to focus and see how its digital and social media advertising were working together, *before* LeadsRx got involved.

Steel City introduced radio and told the group’s owners and managers how LeadsRx products and services provide Steel City with a CMO-ready performance marketing reporting dashboard – that looks at radio ads and all other marketing channels, as well. Advertisers like that the data is impartial and that Steel City presents real-time options – with data in hand – to adjust their campaigns to attain maximum results in attracting customers and driving sales.

The campaign’s success was evident with one of M&R’s retail and rental shops located about a 45-minute drive for most consumers living in Pittsburgh proper. Steel City looked at the market data and realized that people were taking advantage of stay-at-home orders during the pandemic slowdown to tackle outdoor home-improvement projects.

“Steel City Media has been a great asset to our company. Their data-backed knowledge and guidance has helped us in achieving our biggest sales year yet,” said Meranda Kashay, Assistant Marketing Manager, M&R Power Equipment Group.

Hartle said the goal of radio ads was to put M&R in front of those people when the demand was the highest; and if people were going to drive 20 or so miles outside of the city to get equipment, the ads needed to steer consumers their way. The ads also benefitted the power equipment provider’s farming business, as their local growers and ranchers were reminded M&R had the machines and implements they needed to harvest crops and keep their land in tip-top shape.

AUTO DEALERS SEE SPIKE IN WEB LIFT AND CONVERSIONS

In Kansas City, Steel City local sales manager Michael Hiatt has been using LeadsRx attribution data to help auto dealer advertisers dial in on what is working and, just as importantly, what is not.

Max Motors operates 10 franchises, nine dealerships and a collision center in five cities in Kansas and Missouri – and continues to expand. Impressive web lift numbers point to specific radio ads working hard to bring car shoppers to its auto group website and into its dealerships to make purchases.

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CUTTING THROUGH THE NOISE

Radio ads drive owners of homes and farms to equipment dealer



LIFTING DEALER TRAFFIC

Attribution data steers marketing toward what is working and away from what is not

IN MAY OF 2021, MAX MOTORS SAW:

A 16% lift in traffic to its website

5.5 interactions per radio commercial on Wednesdays

7 interactions per commercial in the 10 a.m. to 3 p.m. daypart

6.9 interactions per 15-second commercial

5.8 interactions per commercial on Steel City Media's station, KFKF

Using impartial attribution data and insights to quantify how offline radio channels are indeed providing reach to would-be buyers gives both Steel City and its customers comfort, and confidence.

"Prior to using LeadsRx services, it was a challenge for Max Motors to accurately attribute the success of their radio commercials," Hiatt said. "By offering the LeadsRx opportunity, they have not only maintained their investment, but increased it on a monthly basis, and have added other assets

"These reports not only show the success of our radio advertising but also offer a consultative approach and help edit the radio schedule as we go. It also allows us a monthly touchpoint with our partners to review the data and continue to build trust."

Two other Kansas City auto dealers saw impressive results as well, and the numbers show what kind of data can be parsed and presented from Steel City, using LeadsRx data and insights reports, to put in front of its advertisers.

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AUTO DEALER 2 – MAY 2021 RESULTS:

15.8% combination touchpoints with Steel City Media (direct lift was 2%, but it was the first month of measurement, and adjustments were expected to improve these numbers)

139 total conversions

7.28% conversions (Value For Trade, Contact Us, Schedule Service, Finance Application)

1,910 unique visitors

AUTO DEALER 3 – APRIL 2021 RESULTS:

8.3% lift to website

9.1 interactions per radio commercial on Thursdays

10.3 interactions per commercial in the 10 a.m. to 3 p.m. daypart

7.8 interactions per commercial on Steel City's KMXV

OTHER CLIENTS FIND VALUE IN ATTRIBUTION DATA

What do a pizzeria owner and a personal injury attorney have in common? Both benefited from Steel City's examination of attribution data to improve their advertising effectiveness.

The pizza place in Kansas City stopped its radio advertising when the pandemic hit and were hesitant to come back. With help from LeadsRx dashboarding showing bottom-line impacts a script was set up with the eatery's point of sale system. This enabled LeadsRx and Steel City to monitor web traffic and web lift. Pies were flying out of the oven with a 4-to-1 return on ad spend in a period of just a couple of months.

The Steel City team has regular direct discussions with the pizzeria's owners about rating points, what elements are bringing traffic to their sites, which days of the week are performing best, cost-per-thousand (cost-per-point in radio talk), Nielsen rating points, how digital looks solely at impressions, and more. And Steel City does not handle any of the pizza joint's digital media marketing – yet.

"The LeadsRx data and insights let us talk about overall reach and how tactics work together," Frischling said.

The attorney and his firm, who specialize in workers' compensation and personal injury claims, experienced a common phenomenon. After launching radio and digital ads with Steel City, the firm paused its digital ads due to budget constraints. Using LeadsRx attribution data, it was determined their website traffic went down by 25% – all due to canceling their digital ads. The budget cuts required the pause, but the impact was noticeable. Steel City helped the firm focus its reduced budget to ads on one particular radio station that performed well for them.

THE AHA! MOMENTS ARE GOLDEN

Once advertisers understand that Steel City Media is presenting attribution data to help them do more with – and earn more from – their ad dollars, the light goes on, and engagement goes up.

"We're working to make using LeadsRx services part of our sales culture," Frischling said. "The more data points we can share with clients, the better. The A-ha! moments are golden. When they look, they get it. And it's impartial data and insights that we can put in front of them so they can see for themselves."



AHA!

Impartial data provides eye-opening insights into ad spend success