



RADIO DRIVES ROI: A HOME IMPROVEMENT CASE STUDY

nielsen
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Radio drives ROI

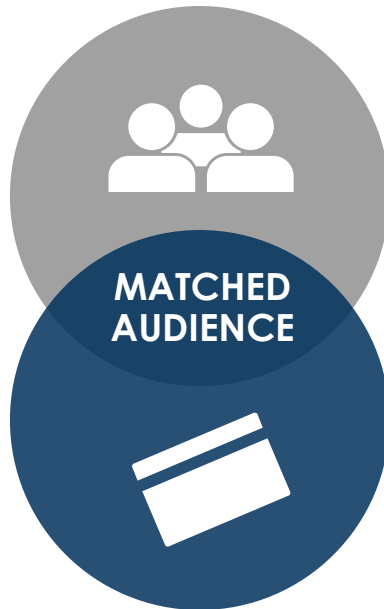
Nielsen conducted a sales lift study of radio campaigns by two home improvement brands. This study matched Portable People Meter panel listening data with consumer purchase behavior from Nielsen Buyer Insights.

The results positioned radio as a strong ROI driver, with \$9 of incremental home improvement sales for every \$1 spent on radio.

How Nielsen measures radio sales effect

Step 1

Nielsen matched Portable People Meter panel data with credit/debit purchase behavior



Step 2

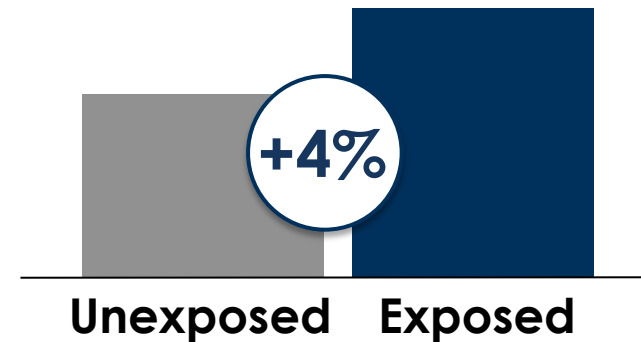
Audience was broken into exposed and unexposed groups

UNEXPOSED
to the radio
campaign

EXPOSED
to the radio
campaign


Step 3

Nielsen measured the sales impact focusing on purchase behavior between two groups

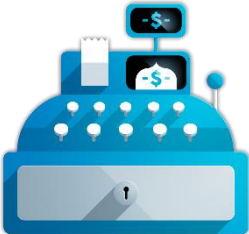


**Radio advertising
drove an 8%
increase in total
number of buyers**

**Exposure to the radio campaign drove
more people to shop and shop more often**

4% 

increase in home
improvement sales

2% 

increase in the
number of transactions

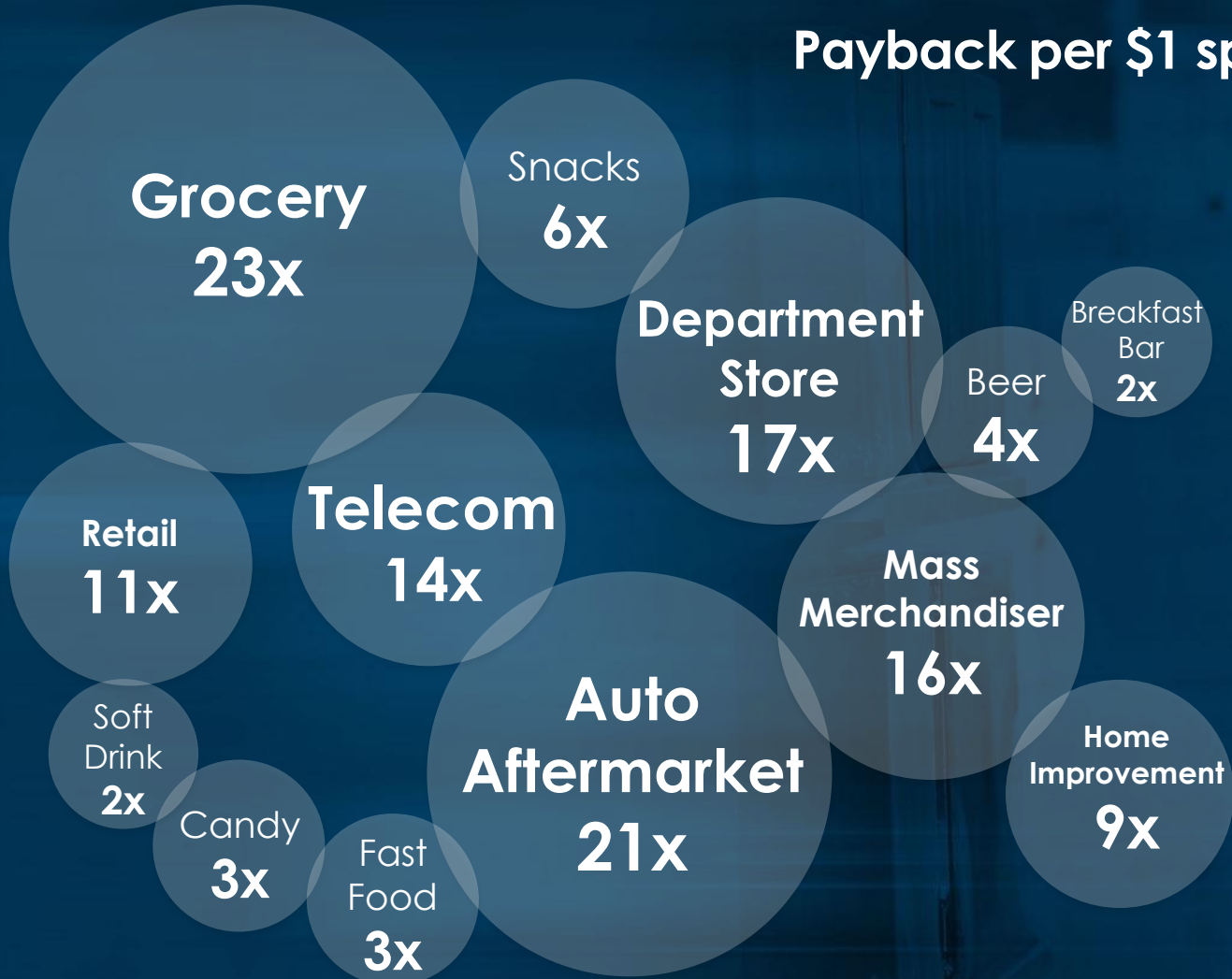
Home improvement return on investment: \$9 of incremental sales per \$1 spent on radio

Incremental Sales
÷
Radio Investment
=
Return on
investment



Radio: media with muscle

Payback per \$1 spent in radio



Key findings

- **Radio delivers sales impact for the home improvement advertisers:** \$369 million of incremental sales representing \$9 of sales lift per \$1 dollar spent.
- **Increase in shoppers and number of transactions:** radio drove more people to shop and shop more often.
- **Radio works for all sorts of advertisers:** an average of \$10 of sales for every dollar of radio advertising across a large variety of categories.



Thank You