



# VERITONE UPLIFT STUDY

Attribution Insights and Strategies to Deliver  
Effective Broadcast Advertising Campaigns

First Edition, 2020

Supported by **alteryx**

# WELCOME

Welcome to our first annual Veritone Uplift Study. What is Uplift? It's our way of describing the effectiveness of broadcast ad campaigns and the lift you see on your website as a result of those campaigns.

Now, this isn't simply a study to justify why more budget should be allocated to broadcast TV or radio. Instead, our intention is to focus on the craft of the trade. Specifically, we're

focusing on what's working, what's not and what you can do to refine your approach and boost campaign uplift — whether you're an advertiser or working for a broadcast station.

The Uplift study found many notable insights. Perhaps the most profound insight is that "live reads" vastly improve campaign performance and outperform prerecorded spots by more than double. Unfortunately,

most radio and TV stations aren't able to automatically and accurately measure in-content live reads and organic mentions. This means that both broadcast stations and advertisers can't fully demonstrate the campaign's value and effectiveness.

It's here that AI plays a pivotal role. Whether you're a broadcaster or advertiser, AI empowers you with the data you need to quantify an ad campaign's success and measure lift. With the right tools, you can help elevate the value of the dynamic broadcast advertising business. Please read on and let us know what you think.

## **RYAN STEELBERG**

Co-Founder & President  
Veritone



# TABLE OF CONTENTS

- 4 Current mood of broadcast consumption and advertising
- 7 Why broadcast attribution with AI matters
- 10 Objective and methodology
- 11 Key findings and implications
- 12 Attribution insights you need to know
- 19 Attribution uplift of live reads vs. prerecorded spots
- 23 Campaign impact by the global pandemic
- 24 Broadcast campaign strategies that work
- 31 Key takeaways
- 33 Conclusion

## DID YOU KNOW?

American radio advertising generates more than \$14 billion in revenue dollars annually.<sup>1</sup> Advertising revenue for TV in the U.S. comes in at \$70.6 billion a year.<sup>2</sup>

# CURRENT MOOD OF BROADCAST CONSUMPTION AND ADVERTISING

“Radio remains one of the centerpieces of the media universe, reaching 92% of U.S. adult listeners each week, more than any other platform.”

— Nielsen<sup>8</sup>

## Broadcast viewers and listeners on the rise

The pandemic continues to upend nearly every aspect of life, and will shape business and consumer behavior for months, or possibly years, to come. Media consumption reflects the changes, with 87% of consumers in the U.S. saying they consume more content since the outbreak began.<sup>3</sup>

Television is a primary source of news and information regarding COVID-19, and as people spend much more time at home, TV consumption has risen. One recent study found that broadcast-TV consumption in the U.S. since the outbreak is up 38% across all generations and genders.<sup>3</sup> A recent Nielsen study confirms the trend, showing homebound consumers watched 60% more video content in the weeks following the initial lockdown.<sup>4</sup>

The rise is expected to continue across all television delivery mechanisms: linear, CTV and OTT. This marks the first time in a long while that time spent watching linear TV will rise — in fact, 57% of advertisers themselves say they plan to watch more linear TV.<sup>5</sup> Both CTV and OTT viewership rates are also climbing during the pandemic, up 10% and 20%, respectively, according to Advertiser Perceptions.<sup>5</sup>

Radio listening, too, is on the rise, with 22% of people reporting they listen to more radio since the pandemic started.<sup>3</sup> With public transportation ridership down as much as 90% in many cities<sup>6</sup>, more people are driving themselves to work — and they’re listening to more radio. Interestingly, though, it’s not just commuters who’ve upped their listening. Another Nielsen study shows that remote workers are listening to radio at the same rates as employees who are not working remotely.<sup>7</sup>

It is evident that consumers remain hungry for content, relying heavily on both TV and radio for both the news and entertainment that keep them engaged.

## Media consumption changes

It’s not just more TV people are consuming during the pandemic; the following percentages of respondents to a Global Web Index survey say they’re consuming more of each of these types of media<sup>3</sup>:

|                        |            |
|------------------------|------------|
| <b>Broadcast TV</b>    | <b>38%</b> |
| Online videos          | 38%        |
| Online TV/streaming    | 37%        |
| Online press           | 37%        |
| Music streaming        | 28%        |
| Video games            | 24%        |
| <b>Broadcast radio</b> | <b>22%</b> |
| Livestreams            | 22%        |
| Books/literature       | 19%        |
| Podcasts               | 13%        |
| Physical press         | 11%        |
| None of these          | 15%        |

# CURRENT MOOD OF BROADCAST CONSUMPTION AND ADVERTISING

## Advertising in wait-and-see mode

While global content consumption increases, many advertisers remain in a wait-and-see mode. Perhaps not surprisingly, nearly nine in 10 U.S. marketer and agency professionals reported a disruption to their ongoing advertising efforts as a result of COVID-19. As a result of the disruption, two-thirds of marketers and agencies say they plan to decrease some of their ad spending this year<sup>5</sup>.

In the television sector, linear TV is bearing much of the hit, with 41% of advertisers pulling, cancelling or pausing ad budgets from this medium. All is not doom and gloom, though; there are bright spots to be found. Nearly half of advertisers say they do not plan to reduce ad spending overall, but rather will shift their budget among media types. Both OTT and CTV may see bumps in advertising spending as production of new TV shows has effectively halted, prompting streaming rates to rise even higher. This projection is reinforced by an IAB study that found advertisers plan to increase their investments in OTT and CTV by 46% year over year.<sup>10</sup>

### How has the coronavirus impacted advertising efforts?<sup>5</sup>

|  |     |
|--|-----|
| Disruption to their ongoing advertising efforts                  | 89% |
| Stopped or pulled a campaign mid-flight                          | 49% |
| Paused a campaign from launching until later in the year         | 48% |
| Adjusted media type usage or shifted budgeting among media types | 45% |
| Paused all new advertising efforts until later in the year       | 38% |
| Cancelled a campaign completely (prelaunch)                      | 34% |

# CURRENT MOOD OF BROADCAST CONSUMPTION AND ADVERTISING

## Performance, performance, performance

It's no secret that when times are uncertain, advertisers look to put their money where results can be measured.

Ad budgets were already shifting from broadcast TV and radio to digital before the COVID-19 pandemic. But that's going to accelerate further, as brands are able to measure the impact of online ads more easily than those on TV and radio.

A recent survey found that nearly two-thirds (65%) of advertisers agree that the emergence of the coronavirus pandemic will result in advertisers focusing their ad spend on media that can show direct sales outcomes.<sup>5</sup>

During this time of crisis, broadcast stations have extra competition for eyeballs and wallet share, which is why running measurable performance campaigns is more critical than ever.

As opposed to trying to create brand awareness, today's broadcast advertisers are seeking measurable results.

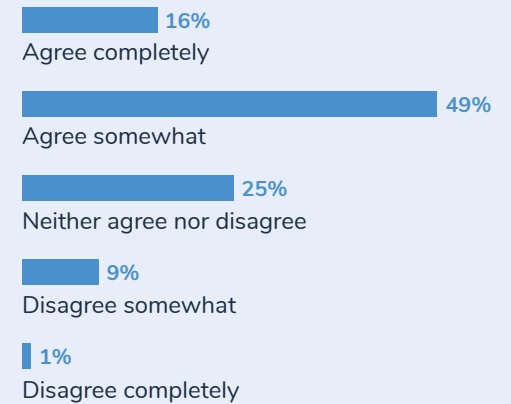
However, measuring broadcast campaign performance is notoriously difficult. Without the direct-click metric available to digital ads, broadcast advertisers need to employ smart, innovative tools that use artificial intelligence (AI) to tie their campaigns to digital actions. They need performance-measuring tools. And they need them immediately.

## DID YOU KNOW?

The first paid radio ad aired in NYC in 1922 — 50 minutes of airtime, spread across five days, costing \$50, promoting the sale of apartments in Jackson Heights, New York.<sup>11</sup>

## Shift of ad spend to performance due to the pandemic

COVID-19 will result in more advertisers focusing their spend on media that can show direct sales outcomes.



# WHY BROADCAST ADVERTISING ATTRIBUTION WITH AI MATTERS



Attribution related to broadcast advertising is notoriously difficult to measure. While digital advertisers can measure near real-time lift, such metrics can be elusive to radio and TV broadcasters. As advertisers seek the most effective and economic mediums for their limited marketing spend, the ability to measure broadcast attribution is invaluable to broadcasters and advertisers alike.

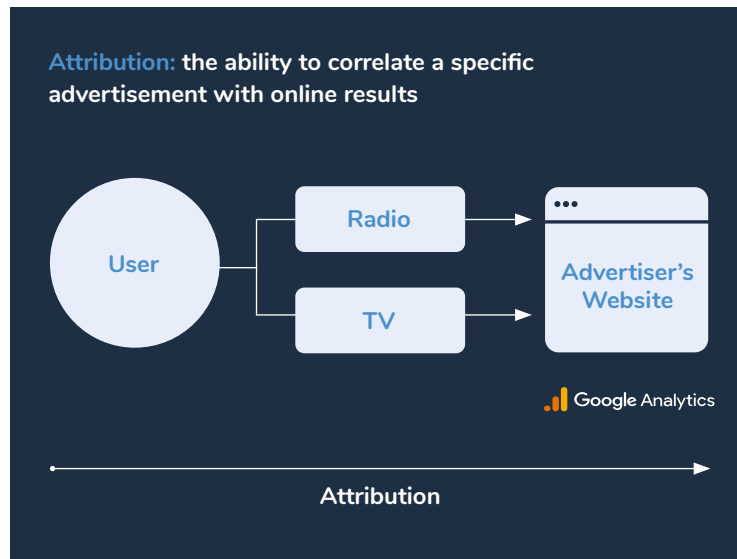
Even digital advertisers are moving beyond “last click” as the sole measure of attribution, recognizing that there may be multiple touch points in a buyer’s journey. For years, Google’s data-driven attribution model has used AI and machine learning to help its advertisers measure lift. Until recently, though, AI was not being used in broadcast advertising. Now, with the strategic use of AI tools, it is possible to both demonstrate and enhance the effectiveness of broadcast advertising — with the goal being to move beyond simply measuring ROI and on to actively managing it.

# WHY BROADCAST ADVERTISING ATTRIBUTION WITH AI MATTERS

## Attribution is the key to unlocking advertiser budgets

The Uplift study sought to measure broadcast attribution over a variety of factors in an effort to determine which factors contribute to a campaign's success.

In the study, attribution was measured as an ad's ability to generate online results. Specifically, if the airing of an ad generated a response in the form of visits and users on advertisers websites, that action, within a given timeframe, could logically be attributed to the ad.

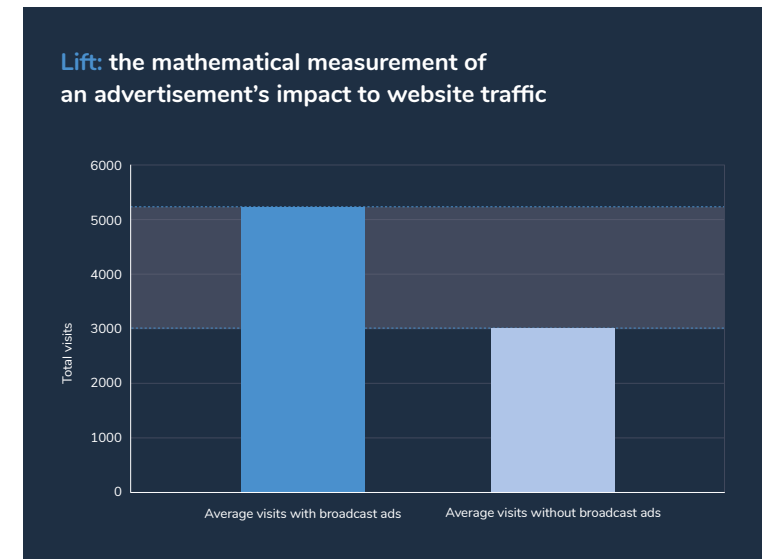


For illustration purposes only

## Measuring lift allows advertisers to optimize their spend

While attribution data is essential for broadcasters and advertisers to understand the effectiveness of their ads, advertisers typically care much more about something called "lift."

Attribution seeks to answer the question, "Which ads were most effective at generating a response?" while lift seeks to answer the question, "What was the incremental measure of those responses?" In other words, lift assigns a value to the ad's effectiveness — it's a mathematical measure of attribution.



For illustration purposes only



# WHY BROADCAST ADVERTISING ATTRIBUTION WITH AI MATTERS

## AI is the secret to optimizing ad spend

The use of AI to increase the ability to measure the effectiveness of campaigns is not new — social media sites have been doing it since their inception.

Broadcasters, though, have typically had to rely on manual ad verification workflows that led to painfully slow attribution analysis, leaving advertisers wondering if their money was well spent.

Now, using AI applications, advertisers can programmatically verify the delivery of spots on their chosen broadcast radio and television stations. AI is the only reliably effective way to track and record both organic mentions and live reads incorporated into campaigns.

With AI, advertisers gain assurance of ROI in their broadcast advertising investments through a data-driven feedback loop that identifies areas of optimization across ad placements, dayparts and ad-creative types.

In short, AI allows brands to run high-performing campaigns with confidence — and results.

### DID YOU KNOW?

The first TV ad aired in 1941. It was a brief, simple voiceover spot for Bulova Watches airing during a baseball game on an NBC affiliate network. It cost the advertiser \$9.<sup>12</sup> Today's average 30-second TV spot will run you about \$115,000.<sup>13</sup>

### How to spot the spot



#### Prerecorded spot

An ad recorded in advance so that it can be broadcast or played later



#### Live read

Specific spot in which the announcement is read “live” on-air by a station personality

Requires AI to accurately track and measure



#### Organic mention

An unscripted mention of an advertiser or their product by an on-air personality

Requires AI to accurately track and measure



#### Visual integrations

An on-screen ad that is visually and natively integrated into the environment

Requires AI to accurately track and measure

# OBJECTIVE AND METHODOLOGY

We know that all ad spots are not created equal. It will cost more to run a commercial during the Super Bowl than during “Family Feud.” The New York City market is costlier than the Cincinnati market. And primetime spots are always more expensive than late night. While the cost of an ad campaign is easy to measure, its effectiveness is not, but it’s something we set out to do in the Veritone Uplift study.

The Veritone Uplift Study looked at multiple criteria that can affect the performance of an ad.

The goals were twofold:

1. To illuminate the factors that characterize the most effective broadcast TV and radio ad spots and offer recommendations to advertisers based on the findings.
2. To identify best practices that broadcast stations and advertisers can incorporate into their marketing strategy to deliver maximum lift.

The Veritone Uplift Study took place over the course of 15 months, ending in June 2020. It analyzed more than 250 qualified and completed campaigns, primarily at the local-advertiser level, across 100 broadcast TV and radio stations in the U.S. and Canada market.

For the analysis, our analytics team needed to aggregate data processed in and generated by Veritone Attribute into multiple, connected data tables. To streamline this process, we leveraged Alteryx to blend various data sources and build the analytical model in a simple workflow. This gave us the agility and flexibility to easily write and rewrite the workflow, and load and filter the data as needed.

## Methodology by the numbers

The Veritone Uplift research was extensive and far-reaching. The study comprised:

- Fifteen months worth of data gathering from Veritone Attribute
- Nearly 100 TV and radio stations across the U.S. and Canada
- More than 250 qualified and completed campaign analyzed, primarily at the local-advertiser level

# KEY FINDINGS AND IMPLICATIONS

The Uplift study confirms some assumptions about broadcast advertising, and it uncovered some surprising insights. Across the results, the overarching finding is that knowledge is power. Attribution, tracking and measuring are key to understanding the performance of broadcast campaigns, allowing advertisers to adjust strategies to achieve the most life. In such a complex medium, AI is the only way to achieve this accurately and programmatically.

| FINDINGS   | IMPLICATIONS  |
|--|---|
| Broadcast advertising is more than a brand vehicle; it can drive performance, giving advertisers an average online lift of 6.6%.   | Broadcast advertisers need an attribution solution to show that broadcast can indeed increase lift.   |
| Broadcast advertising can be optimized at similar levels of granularity as digital channels.   | By using the right attribution tool, broadcast advertisers can show advertisers which spot attributes drive the highest yield.  |
| Creative attributes, including a rich offer, compelling CTA establishing urgency and offering a short response URL, combine to produce maximum lift.   | Broadcast advertisers should test and combine multiple effective creative elements to create campaigns that perform optimally.  |
| Multiple daypart windows proved nearly equally effective at driving lift, updating the notion that only morning slots work.  | Broadcast advertisers have more choices in buying ad time throughout the day, giving them more flexibility to define their campaign.  |
| COVID-19 showed no negative impact on performance, as our analysis saw an average campaign lift of 6.5% for both Q1 and Q2 2020.   | Consumer response to broadcast ads has not changed significantly; ads that have shown to be effective prior to COVID-19 yield similar online results now.   |
| Live reads significantly outperforms prerecorded spots — by more than two times, according to our study. This is likely because consumers hear them as more authentic. And authenticity sells today. | Broadcast advertisers should allocate more to live reads and organic mentions. Stations should consider “opening up their clock” to allow for more in-content mentions and live reads, as their superiority is evident. |

# ATTRIBUTION INSIGHTS YOU NEED TO KNOW



An ad is only as good as its fit for the market. Naturally, the messaging, audience and core programming will influence an ad's performance. But, if we set aside these variables, we can look at other campaign components and how advertisers can use these to improve a campaign's performance. The Uplift study did just this, identifying the factors that are most instrumental in driving lift.

#### DID YOU KNOW?

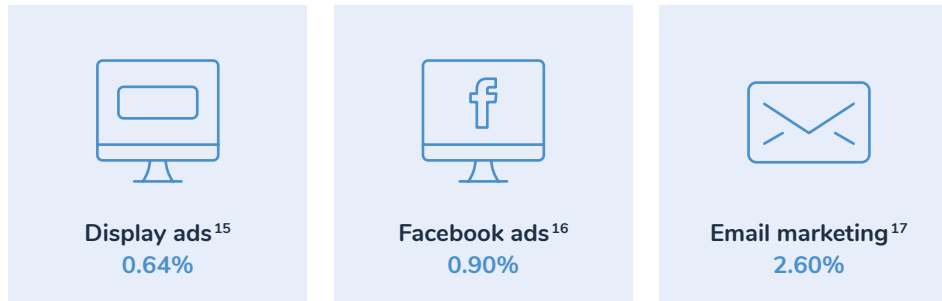
On Christmas Eve 1926, Wheaties aired the first-ever commercial radio jingle, which also introduced their famous tagline: Breakfast of Champions.<sup>14</sup>

# ATTRIBUTION INSIGHTS YOU NEED TO KNOW

## Lift you up where you belong

In the Uplift study, lift was measured as the increase in website traffic that was attributed to the ad.

The average campaign lift across the 250 campaigns evaluated was 6.6%. Contrast that metric to the average clickthrough rate of prominent digital advertising tactics:



The takeaway? Broadcast advertising has the potential to outperform digital advertising when it comes to driving traffic to advertisers' websites. Based on the industry average and our own results, broadcast campaigns can drive 3 to 10 times the response rate of leading digital tactics.

**Average campaign lift: 6.6%**

20% of campaigns saw a 0%–1% lift

48% of campaigns saw a 1%–5% lift

20% of campaigns saw 5%–10% lift

11% of campaigns saw 10%–50% lift

1% of campaigns saw 50%+ lift

# ATTRIBUTION INSIGHTS YOU NEED TO KNOW

## Let's make a deal

Even in the best economic times, consumers love a deal. So, not surprisingly, the discount membership club and station promotions and contests categories outperformed all others.

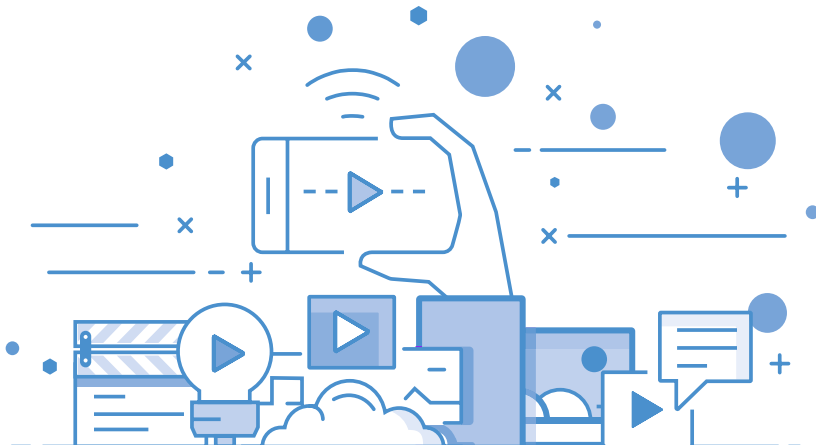
## Lift by category\*

Ads touting discount membership clubs generated an average lift of more than 70%. Station promotions and contests were next at 25%. Podcast promotions were the dark horse in the third-place slot at 13%, and judging by the popularity of podcasts, this category could likely be in the running for the foreseeable future. Home furnishings were the next standout category, generating lift of more than 10%. All other categories measured saw lift of under 7%.

\* Category analysis represents diverse datasets across qualified campaigns

## Top 20 Performing Categories

|     |  |        |
|-----|--|--------|
| 1.  | Discount Membership Club                 | 77.74% |
| 2.  | Station Promotions and Contests          | 25.14% |
| 3.  | Podcast Promotion                        | 13.05% |
| 4.  | Home Furnishings                         | 10.68% |
| 5.  | Insurance Providers                      | 6.88%  |
| 6.  | Accounting, Auditing & Tax Prep SVCs     | 6.52%  |
| 7.  | Motion Pictures                          | 6.24%  |
| 8.  | Real Estate Agents, Agencies & Brokers   | 6.17%  |
| 9.  | Travel Agency                            | 6.13%  |
| 10. | Hospitality                              | 5.38%  |
| 11. | Retail Stores                            | 5.15%  |
| 12. | Amusements & Events                      | 5.06%  |
| 13. | Cars & Trucks, Local Dealers             | 4.73%  |
| 14. | Banks-Credit Unions-Mortgage-Finance SVC | 4.62%  |
| 15. | Telecommunication                        | 4.62%  |
| 16. | Fuel Suppliers-Plmbg-Heat-Ac-Electrician | 4.51%  |
| 17. | Diagnostic & Medical Services            | 4.38%  |
| 18. | Auto Parts, Services & Towing            | 4.32%  |
| 19. | Bedding Retailers & Manufacturers        | 3.76%  |
| 20. | Electronics                              | 3.65%  |



# ATTRIBUTION INSIGHTS YOU NEED TO KNOW

## Short spot is the sweet spot

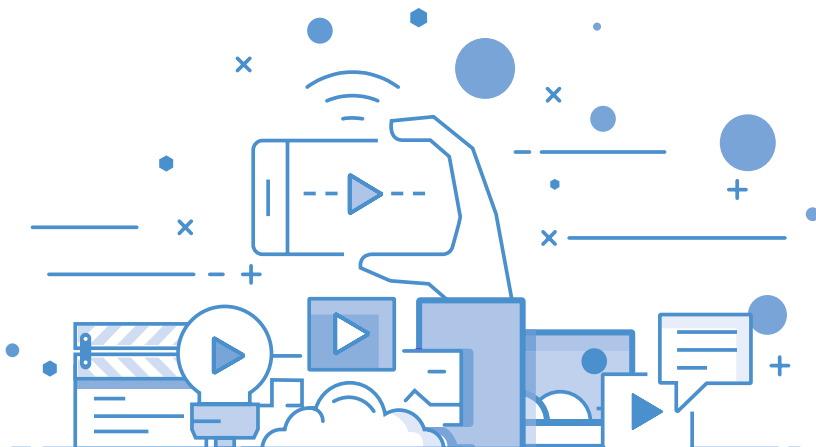
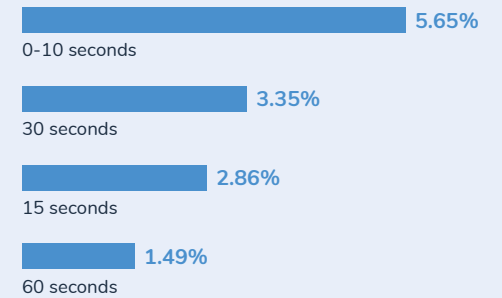
The average human attention span is just eight seconds — shorter than that of a goldfish.<sup>18</sup> For this simple (and short) reason, shorter radio spots can be the most effective, especially for local-level advertising campaigns. Shorter spots can increase brand recall and ensure listeners capture all of the information in the spot, especially the call to action.

### Lift by spot length\*

Here's a case of less is more: Shorter spot lengths (those under 10 seconds) are nearly four-times more likely to drive lift than 60-second spots. Why? One likely possibility is that in shorter spots, the web call to action is more prominent and the consumer is directed to visit the website for more information since it's not all contained within the short spot.

\*Includes prerecorded spots only

### Lift by spot length



# ATTRIBUTION INSIGHTS YOU NEED TO KNOW

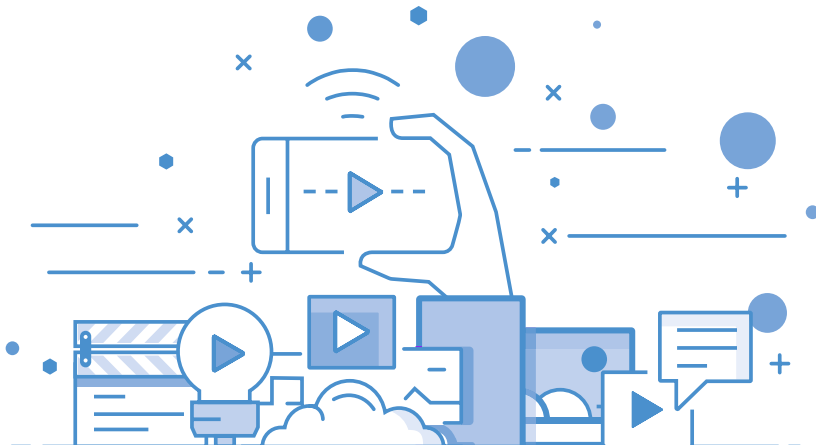
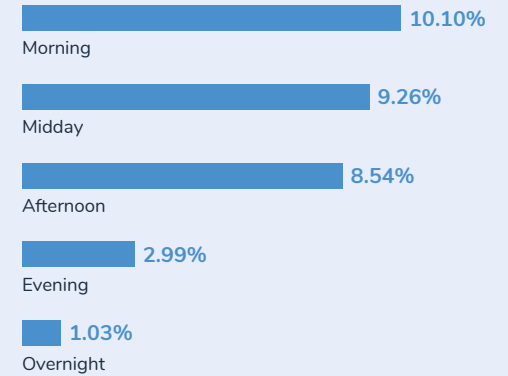
## Timing matters

Traditional commuter hours are the times during which most people listen to the radio, and the 2020 pandemic and associated stay-at-home orders did not seem to alter this pattern. The rise in radio listenership we reported on earlier is consistent across those who continue to commute, are working from home or have lost their jobs.<sup>19</sup>

## By daypart

Morning and midday ad placements generated the most lift, followed closely by afternoon. Evening spots drove comparably much lower lift rates, followed by overnight spots.

### Lift by daypart





# ATTRIBUTION INSIGHTS YOU NEED TO KNOW

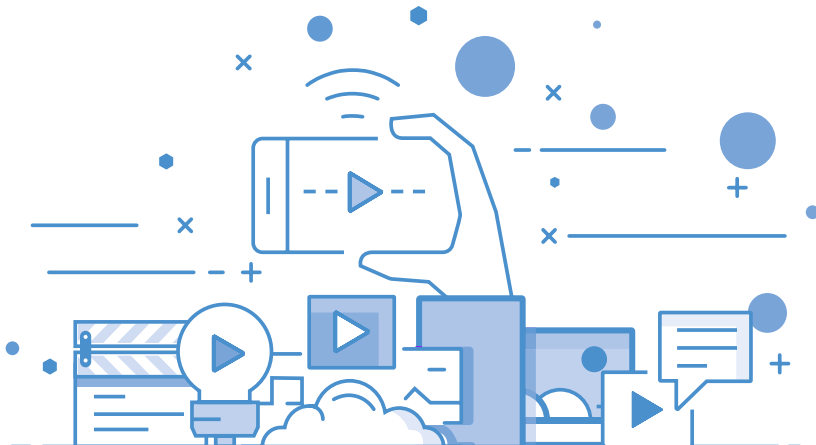
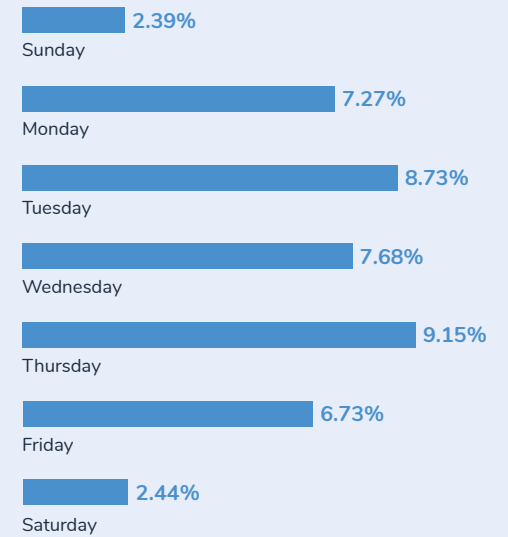
## Midweek is top-tier

Mondays are best for new job postings. Friday may be best for an Instagram post. Tuesdays and Saturdays are Amazon's busiest days. But for ad spots, Thursday is king.

## By day of week

Midweek is the best time to drive lift — with Thursdays being the standout. Weekends drove the least amount of lift, while shoulder days (Monday and Friday) delivered slightly softer results than their midweek counterparts.

## Lift by day of week



# ATTRIBUTION INSIGHTS YOU NEED TO KNOW

## Monthly trends on the rise

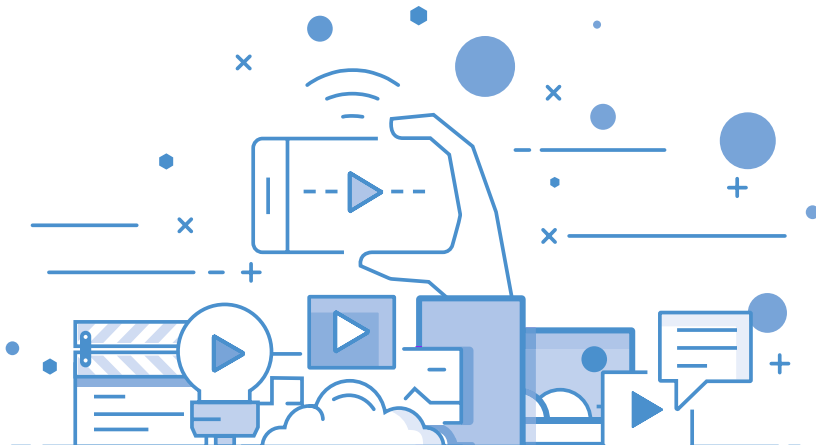
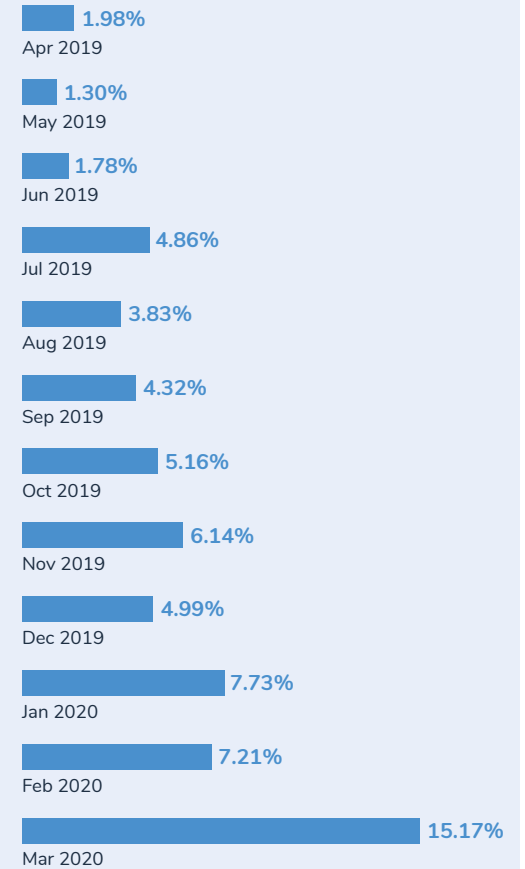
The Uplift study began in April 2019 and ran through March of 2020. During that time, lift followed a gradual upward trajectory — with one giant exception.

### By month of year

March 2020, the last month studied, was an outlier with ads run during this time generating more than twice the lift of other months studied. This was the first month during which news surrounding the 2020 pandemic along with widespread stay-at-home orders had audiences consuming more media than ever.

Without March in the mix, we see that lift saw a bounce beginning in the winter holiday season that continued into the early new year.

### Lift by month of year



# ATTRIBUTION UPLIFT OF LIVE READS VS. PRERECORDED SPOTS



Now, more than ever, people are looking for authenticity. From the radio, podcast and television personalities we listen to and watch, to the brand identities of the products we buy, we want to feel authenticity, and advertisers are responding in kind — more than 90% of respondents to an Association of National Advertisers survey said they've adjusted their creative marketing messaging since the pandemic began, taking on a more emotional, empathetic tone.<sup>20</sup>

In exceptionally difficult times, we look for a realness that allows us to trust what we hear. It's likely for this simple reason that live reads beat prerecorded spots every time — a quantifiable fact the Uplift Study uncovers.

What makes live reads so effective? Radio is a very personal medium, and radio personalities provide listeners with a connection to the world. People who listen to their favorite DJ over a long period of time develop a sense of trust in them. In fact, 60% of radio listeners say the DJ or host is the main reason they listen to a particular station.<sup>21</sup> And, more than half (53%) of listeners in a MARU/Matchbox study said they pay more attention when they hear their favorite personalities or DJs in ads.<sup>26</sup>

Nielsen research found that personality endorsements increase listener interest in advertising by 44%. And a study by the USC Annenberg School for Communication and Journalism found that 51% of respondents considered or purchased a product advertised during their favorite radio show.<sup>22</sup>

# ATTRIBUTION UPLIFT OF LIVE READS VS. PRERECORDED SPOTS

## Make it personal

Since listeners feel connected to radio personalities, their statements about brands and product recommendations carry significant influence. A 2019 survey by Katz Radio Group<sup>23</sup> found:

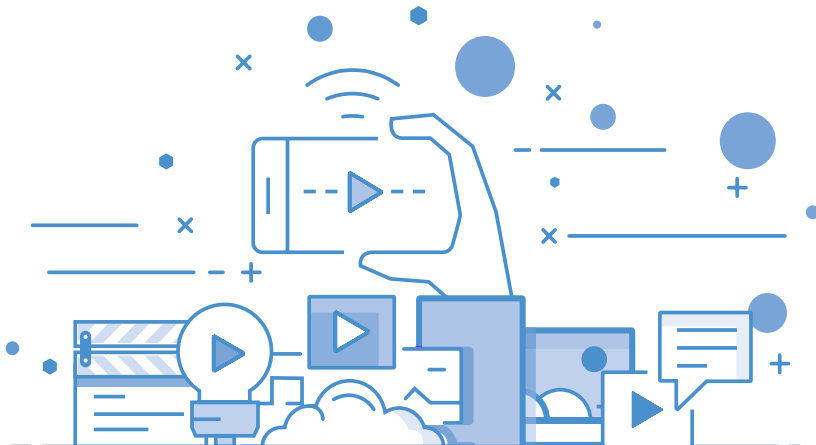
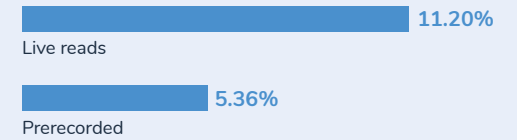
- 83% of listeners value and trust their favorite personality's opinions.
- 77% of listeners would try a brand recommended by their favorite on-air personality.
- 78% of listeners talk to their friends about what they hear from their favorite radio personalities.

## Average lift for live reads

Given these insights, it's not surprising that live reads are two times more effective at driving responses than prerecorded spots.

What does this tell us? For advertisers and broadcasters to really maximize their campaigns, they need to involve the people reading the ads themselves. We see this with podcasts, where more than half of ads are read by hosts<sup>24</sup>; now, radio needs to catch up.

## Lift by ad type



# ATTRIBUTION UPLIFT OF LIVE READS VS. PRERECORDED SPOTS

## Midday and midnight

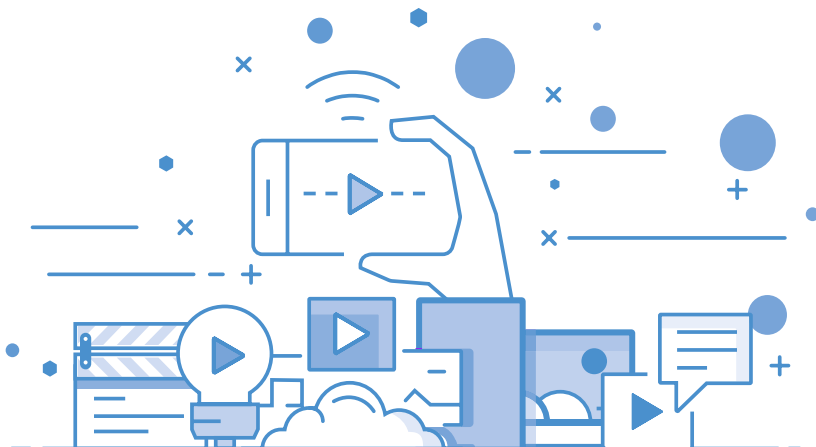
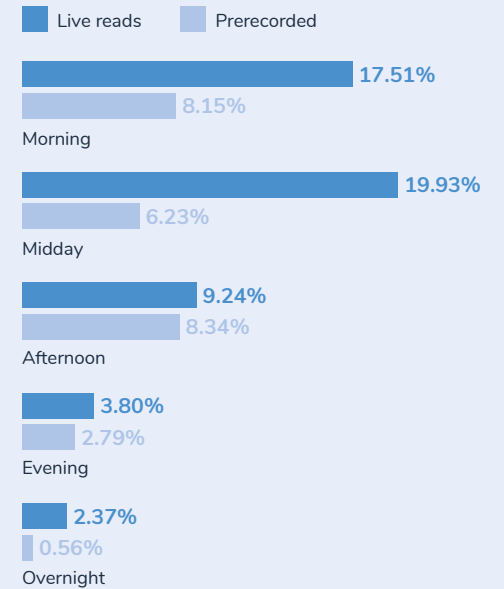
Comparing live reads to prerecorded spots by daypart further reinforces the assumption that a human connection in broadcast media ads boost lift rates.

## Daypart

The largest variations were at midday, during which live reads were three times more effective than prerecorded spots at generating lift, and overnight, during which live reads were responsible for four times the lift.

Another interesting finding was that afternoon slots were nearly tied in lift between live reads and prerecorded spots, and prerecorded spots performed best overall during the afternoon. So, advertisers looking to maximize the return on prerecorded spots would be wise to schedule them for the afternoon.

### Lift by daypart



# ATTRIBUTION UPLIFT OF LIVE READS VS. PRERECORDED SPOTS

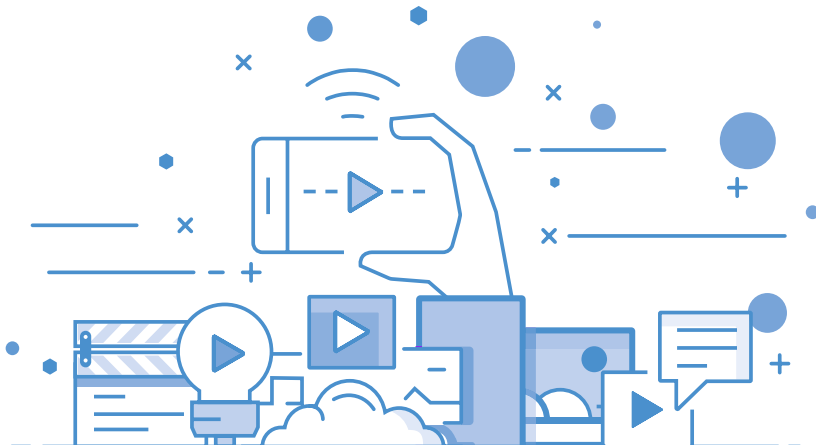
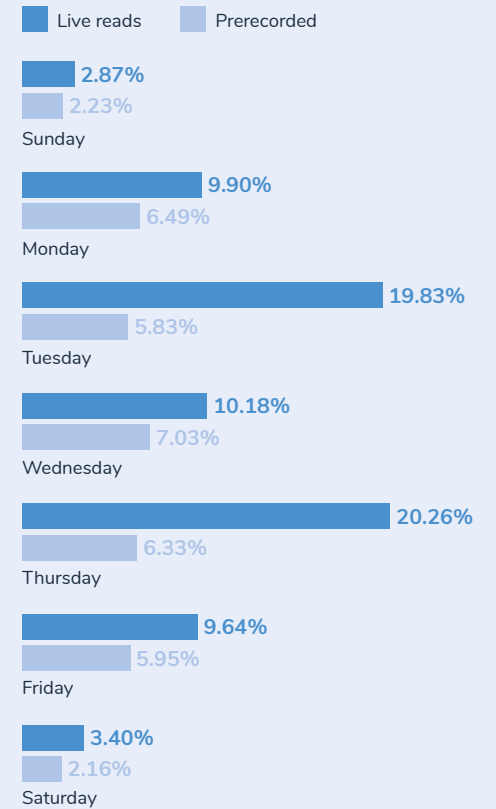
## Pick your day to the 'T'

The Uplift study found that midweek is the best time to drive lift overall. And when we drill down into the data to focus on live reads versus prerecorded spots, the lift-generating advantage of the midweek days (Tuesdays and Thursdays, in particular) is even more apparent.

### Day of week

Tuesday and Thursday were standouts, with average lift rates of 19.83% and 20.26%, respectively. Meanwhile, prerecorded spots garner about the same lift regardless of the day, generating slightly higher lift Mondays and Wednesdays. The only significant dropoff in lift for prerecorded spots comes on weekends, during which live reads see a corresponding dropoff as well.

### Lift by day of week



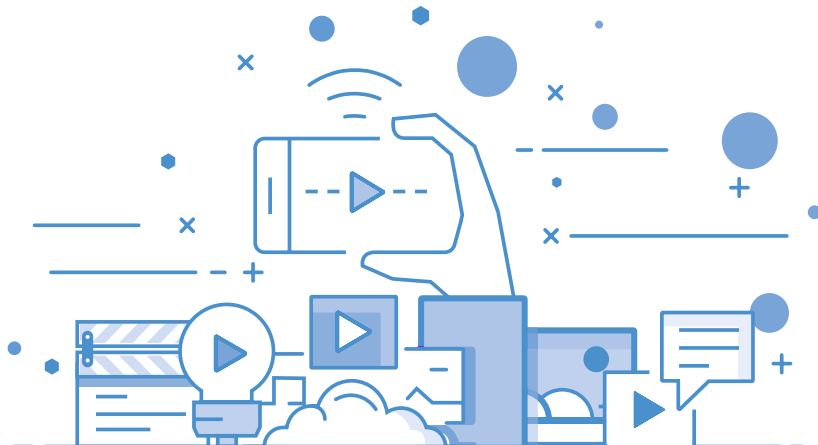
# CAMPAIGN IMPACT BY THE GLOBAL PANDEMIC

## The more things change...

We thought it important to revisit campaigns that ran through both Q1 and Q2 of 2020 to see what, if any, effect the pandemic had on average lift rates.

Perhaps surprisingly, average campaign lift showed very little variation between quarters. Interestingly, the average lift in both quarters was higher than the overall lift found during the course of the Uplift study. Whether this represents an encouraging sign for advertisers will require a longer follow-up period.

Lift by quarter



# BROADCAST CAMPAIGN STRATEGIES THAT WORK



We can all acknowledge the subtle and not-so-subtle differences between radio and television, and between local and national advertising. Certainly there are strategies that work more effectively in some situations over others. The Uplift study sought to normalize these factors as much as possible, taking a deliberate look at the creative elements in ad spots to better understand which ones drive the most lift.

As a result of that deliberate look, the Uplift study found the following commonalities in the most successful advertising spots:

- Richness of offer
- Urgency and time sensitivity
- Intrigue and visual teasing
- Novelty
- Clear call-to-action
- Easy URL/web address



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## ‘Get rich quick’ still sells

### Richness of offer

People are naturally drawn to offers that make it sound easy to win something or save lots of money. The Uplift study reinforced this assumption. In fact, richness of offer was the factor that contributed to the highest lift.

One particularly successful campaign the study reviewed was a station promotion that involved both a live read and a prerecorded spot. The offer was certainly enticing: “Win double your paycheck.”

The campaign delivered a whopping 59% lift.

### Prime examples:

- Save a lot of money
- Win big
- Get free services



## Campaign Spotlight

**Lift delivered** 59%

### Category

Station contests/promotions

### Ad type

Live mention & prerecorded spot

### Elements that Worked

- Strong richness of offer: “Win double your paycheck”
- Clear call to action: “Sign up and we’ll pay up!”
- Time-sensitive

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## ‘Order before midnight tonight!’

### Urgency and time sensitivity

There’s nothing like a sense of urgency to get people moving. The fear of missing out on something valuable is a powerful propellant to action.

One campaign a car dealership launched was particularly effective in using both urgency and a very rich offer as motivators. The campaign generated a lift of 14.2%.

One interesting thing about this campaign is that it did not mention the dealer’s website. The lift resulted from organic searches.

### Prime examples:

- Three day only sale
- Offer expires this weekend
- Sign up today to redeem

## Campaign Spotlight

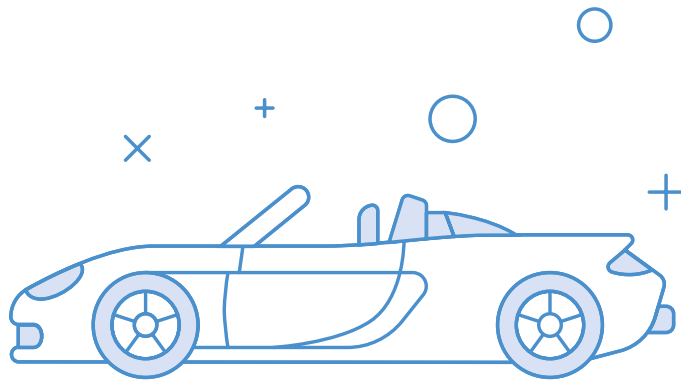
**Lift delivered** 14.2%

**Category**  
Cars & trucks, local dealers

**Ad type**  
Prerecorded spot

### Elements that Worked

- Very rich offer:  
“\$10k off + 0% financing, 3 years included maintenance, free remote starter.
- Urgency/time sensitivity:  
“3 days only”
- No call to action:  
Interestingly, the website was not mentioned. Lift stemmed from organic search.



# BROADCAST CAMPAIGN STRATEGIES THAT WORK

## Curiosity might save you money

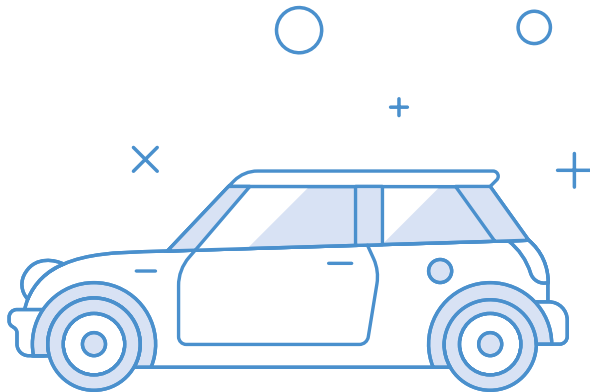
### Intrigue and visual teasing

Ads typically hit the highlights of an offering, but another way to boost effectiveness is to leave the listener a bit curious.

This campaign used that element of intrigue very effectively and was rewarded with a 51.8% lift. The ad, consisting of both a live mention and prerecorded spot, teased listeners with more information online, using audio messaging to drive visual validation, resulting in web visits.

### Prime examples:

- See it online
- Visit our site for more details
- Find out how on our website



## Campaign Spotlight

|                             |   |
|-----------------------------|---|
| <b>Lift delivered</b>       | <b>51.8%</b>  |
| <b>Category</b>             | Cars & trucks, local dealers  |
| <b>Ad type</b>              | Live mention & prerecorded spot   |
| <b>Elements that Worked</b> | <ul style="list-style-type: none"> <li>• Strong richness of offer: \$158/month lease offer with upgrades included</li> <li>• Intrigue: "Visit website for details"</li> </ul> |

# BROADCAST CAMPAIGN STRATEGIES THAT WORK

## ‘Now you’ve got my attention’

### Novelty

Everyone loves something novel and new — especially if it also involves saving money. The Uplift study revealed that discounts and promotions typically do well as campaign elements, and when those promotions are innovative and new, the campaign gains an added boost.

This campaign saw 16% lift with its novel “buy certificates for goods at 1/2 face value” message. It helped that the campaign also incorporated a sense of urgency, a rich offer and strong promotion by a radio personality influencer.

### Prime examples:

- See it online
- Buy one, get one
- Half off

## Campaign Spotlight

Lift delivered

59%

### Category

Discount/half-off deal programs

### Ad type

Live in-content mentions & prerecorded spots

### Elements that Worked

- Rich offer: Buy certificates for goods/ services at up to 1/2 of face-value
- Urgency/time sensitivity: limited time to buy until sold out
- Strong in-content promotion by radio personality influencer



# BROADCAST CAMPAIGN STRATEGIES THAT WORK

## ‘Can you hear me now?’

### Clear call to action

The most successful advertising campaigns across any and all mediums share one thing in common: a clear, simple call to action.

This campaign saw a 22% lift with an enticing offer and, more importantly, a clear and concise call to action that directed customers to their website to get more details.

### Prime examples:

- See it online
- Visit abc.com
- Order now on our website

## Campaign Spotlight

**Lift delivered** 22%

### Category

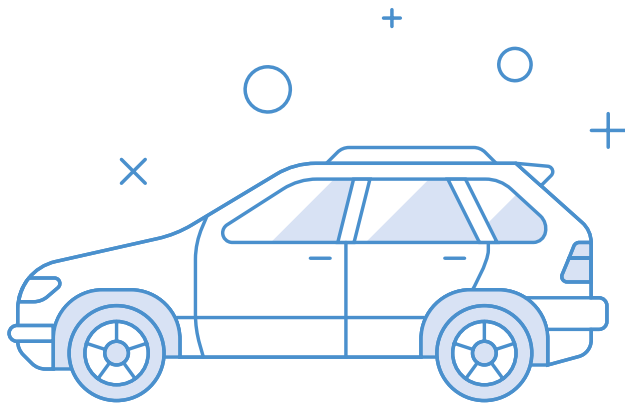
Cars & trucks, local dealers

### Ad type

Prerecorded spots

### Elements that Worked

- Rich offer:  
\$15,000 off a brand new Audi
- Call to action + intrigue:  
“Visit XXX Audi.com for details”



# BROADCAST CAMPAIGN STRATEGIES THAT WORK

## IncreaseYourLift.com

### Easy URL/web address

In the ideal short, sweet ad spot, it's vital to use a URL that's easy to remember. Consider a vanity URL if the company web address is long or difficult to remember. The best URLs stick in listeners' memories for minutes, hours, and even days after the ad airs.

This campaign by a company that performs work van customizations came up with an ideal URL and it earned them 13.2% lift. They also worked in some intrigue by inviting listeners to see examples online.

### Prime examples:

- Hotels.com
- PetesPizza.com
- VansVan.com

## Campaign Spotlight

**Lift delivered** 13.2%

### Category

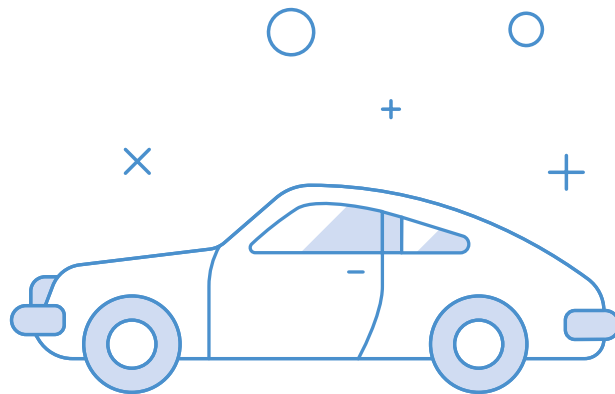
Cars & trucks, local dealers

### Ad type

Prerecorded spots

### Elements that Worked

- Intrigue/visual teasing: "Visit website to see examples"
- Clear and recallable website address like "VansVan.com"



# KEY TAKEAWAYS



In the world of radio and television advertising, attribution has always been difficult to prove. Unlike digital media advertising that counts clicks, broadcast stations struggle to show the effectiveness of their ads.

AI is changing that; with attribution tools, stations can now show their advertisers the link between ad spot and user activity. We developed the Veritone Uplift Study with this in mind and were able to demonstrate how much lift broadcast advertising can drive, how much that lift can vary and which factors drive the most lift.

Using AI-powered Veritone Attribute, the Uplift study evaluated 250 qualified and completed campaigns and measured the uplift associated with each of them. The average campaign lift across the study was 6.6%, with the most successful ads seeing a lift of more than 50%.

Factors differentiating the campaigns that saw the most lift from other, lower-performing campaigns were largely controllable attributes including the spot length, time of day and day of the week. But, most importantly, ad spots tapping into the perceived authenticity of live reads and organic mentions dramatically outperform prerecorded spots, more than double the lift. In addition, certain creative elements contributed to increased lift, such as including a valuable offer and a clear call to action. Broadcasters can show their clients how these factors affect the return on their investments, and stations and advertisers can work together to adjust accordingly and maximize ROI.

Overall, the study speaks to the opportunity for stations and advertisers alike to capitalize on the continued strength of broadcast advertising. And when it's done smarter, broadcast advertising can work even better.

# HOW BROADCASTERS AND ADVERTISERS SHOULD PROCEED

Here are some ways in which both broadcast advertisers and stations can drive maximum lift:

## For broadcast advertisers

### Invest more in broadcast ads

They can drive proveable online traction.

### Incorporate a strong message

Your message should include a rich offer, urgency and clear call to action in your creative.

### Optimize spots and placement

Keep spots short and consider airing them midweek during prime dayparts, such as morning and midday.

### Load up on live reads and organic mentions

These drive the highest lift, but ensure they're trackable programmatically and accurately.

### Test and measure performance

Check in with your broadcast partners, find out how your campaigns are doing and adjust them accordingly.

## For broadcast stations

### Invest in attribution

You must be able to demonstrate campaign performance to advertisers. If you're not yet utilizing an AI attribution tool, make this a priority.

### Test and optimize

Continue to tinker and refine techniques to help advertisers achieve maximum lift.

### Open up the show clock

Create time for more live reads and organic mentions, now that you can demonstrate the effectiveness of these techniques.

### Stay optimistic

Signs point to a strength in broadcast advertising overall, despite any negative perception that may exist. Provide your advertisers with measurable insights that prove this point and justify continued spend.

## DID YOU KNOW?

One of the longest-running and most popular radio ad campaigns is Motel 6's radio work featuring Tom Bodett as the folksy voice who promises that the motel will "leave the light on for ya."<sup>25</sup>



# CONCLUSION

Broadcast stations generate a tremendous amount of audio and video content, but traditionally, have struggled with archiving, indexing, searching, sharing and monetizing their multimedia content. Without the tools to harness their data and draw actionable insights from it, broadcast companies are sometimes flying blind.

To combat this issue, broadcast stations are increasingly embarking on data-driven journeys to better understand and capitalize on the tremendous volume of content they generate and curate. And along that journey, they are looking for solutions that help them to better monetize their advertising opportunities on a large scale.

Veritone's AI-enabled solutions are here to help those in the industry meet the challenge of broadcast data analysis. With intelligent solutions for TV and radio broadcasters, Veritone is empowering the broadcast industry to deliver actionable insights and maximum value to its advertisers.

## About Veritone

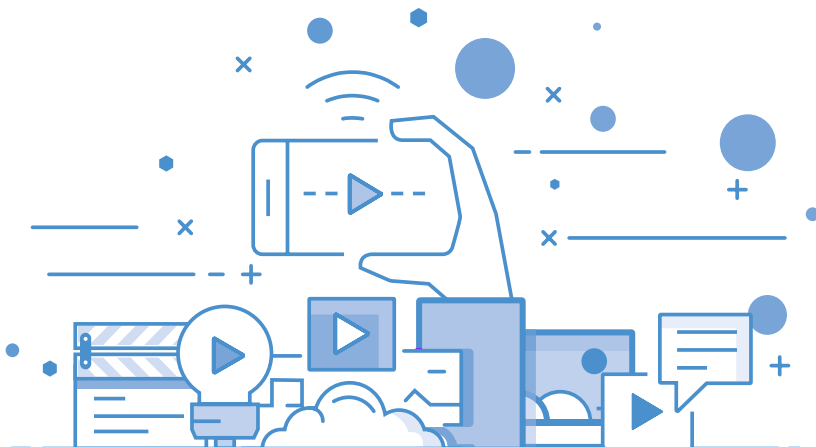
Veritone is a leading provider of artificial intelligence (AI) technology and solutions. The company's proprietary operating system, aiWARE™, powers a diverse set of AI applications and intelligent process automation solutions that are transforming both commercial and government organizations. aiWARE orchestrates an expanding ecosystem of machine learning models to transform audio, video and other data sources into actionable intelligence.

[www.veritone.com](http://www.veritone.com)

## About Alteryx

As a leader in analytic process automation (APA™), Alteryx unifies analytics, data science and business process automation in one, end-to-end platform to accelerate digital transformation. Organizations of all sizes, all over the world, rely on the Alteryx Analytic Process Automation Platform to deliver high-impact business outcomes and the rapid upskilling of their modern workforce.

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(888) 507-1737

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