

# Google Audio Ads: Bringing Simplicity, Efficiency and Accountability to Radio Advertising



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## About Google Audio Ads

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Google Audio Ads is an end-to-end digital system for buying, measuring and delivering radio ads. It is available through the familiar Google AdWords interface, which means that you can manage a cross-media campaign from one simple interface.

For more information, visit:  
<http://www.google.com/adwords/audioads/>

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Americans are big fans of radio! Because radio reaches 93% of all consumers every week<sup>1</sup>, it is an ideal medium to support your marketing objectives. Radio campaigns can drive direct response, increase brand awareness and help build brand equity.

## About Radio Advertising

Radio is an important component to an advertiser's overall media mix. In addition to providing national scale to a campaign, radio also allows advertisers to connect with consumers on an emotional level while inserting influence close to points of purchase. Additionally, radio advertising can help drive online campaigns by increasing online activity and awareness.

## Radio Advertising Just Got a Lot Better

One of the drivers behind the success of online advertising has been the precise **measurement** and **reporting** that it offers. Spending can be made **accountable**, and advertisers can **optimize** campaigns to maximize their ROI. Through Audio Ads, Google now offers these same benefits to radio advertisers.

## Accountability and Reporting

Audio Ads users can access real-time reporting through an easy-to-use online interface. Advertisers can receive confirmation about when and where their ad was played, listen to the ad as it was played on the radio, and track both gross and target impressions.

## Measurability

Google can measure the impact of all Audio Ads campaigns using two methods.

- **Call Reporting:** Google will assign you a tracking phone number which is redirected to the phone number of your choosing. Use the number in your ad, and Google will provide information about each call, including the total number received, the cities of origin, and the date and time at which they were made.
- **Online Activity Metrics:** Audio Ads users can track website traffic by using Google Analytics. The most common way to track the impact of a radio campaign on web traffic is by using a vanity URL in your ad copy. We can also measure brand awareness, visitation growth, conversions and other key online metrics by utilizing a variety of Google tools.

## Optimization

Real-time reporting and measures of accountability allow advertisers to evaluate progress throughout a campaign. Ad copy, station formats, demos, markets, etc. can all be adjusted to produce more optimal results. Audio Ads also offers radio advertisers the ability to customize messaging by utilizing a secondary creative for distinct markets, station formats or event-based triggers.

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## Interesting Radio Facts

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- Radio drives 30% of all US consumers to search online<sup>4</sup>
  - 57% of those who listen to the radio while online look up items after hearing about them on the radio<sup>3</sup>
  - Unaided recall of an ad goes up 4x when radio is added to internet exposure<sup>5</sup>
  - Radio influences 63% of “youth-fluentials” to want to learn more about a brand<sup>4</sup>
  - Commercial breaks hold an average of 92% of lead-in audience<sup>3</sup>
  - Over half of all consumers were exposed to radio in the hour prior to the day's major purchase<sup>5</sup>
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## Google's Nationwide Reach and Coverage

Audio Ads allows advertisers to benefit from precise local market customization on a national scale without the price premiums or the time-consuming negotiations normally associated with scaling local buys. Through Audio Ads, scaling local buys is both easy and cost-effective.

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### Google, Clear Channel in radio ad deal

*By MarketWatch*  
*Last Update: 11:28 PM ET Apr 15, 2007*

**SAN FRANCISCO (MarketWatch) -- Google Inc. plans to begin selling advertising on more than 675 radio stations owned by Clear Channel Communications Inc., in a move designed to add scale to the Internet at Clear Channel's revenue, according to a media report**

- Reaches 46% of all people 12+<sup>2</sup>
- Radio Stations
  - Over 1,600 terrestrial FM and AM radio stations
  - Stations in all Top 100 DMA's and in over 200 metro areas
  - Includes “Top 10” stations in 24 of 25 Top US markets
- Guaranteed premium inventory in all standard dayparts

## How Audio Ads Work

1. Set your Desired Targeting: Demographics, Station Formats and Markets
2. Set your Campaign Details: Flight Dates and Dayparts
3. Set your Campaign Budget: Total Budget and Maximum CPM
4. Upload your Ad Copy (or Copies)
5. Your Spots are Filled
6. Monitor and Optimize your Campaign

## Top Two FAQs

Q: If I am new to radio advertising, how do I create a radio ad?

A: Google's Ad Creation Marketplace can put you in touch with over 50 qualified professionals who can assist you with the whole ad creation process.

Q: How do I utilize an event trigger in my campaign?

A: Event triggers allow advertisers to utilize a secondary creative in order to customize messaging to specific events. For instance, you can specify a high temperature rule. When a DMA in your campaign reaches the temperature threshold that you have set, a secondary creative will be triggered.



1 Radio Advertising Bureau: 2007

2 Audience Source: Arbitron; Reach figure includes Clear Channel inventory which comes online in Sept 2007

3 Radio Advertising Bureau: 2007

4 EMarketer: 2007; “Youth-Fluentials” are defined as the most influential subset of the youth audience, with influence over the spending habits of their peers and families

5 Radio Ad Effectiveness Lab, September 2006