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**AUDIO ACTIVE**  
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**AM/FM Radio And Podcast Listeners  
Power Amazon Prime Day;  
Plus Why Retailers Should Give  
Audio A Starring Role In Holiday  
Media Plans**

# IPSOS: AM/FM radio was the most effective at converting awareness into 2015 Amazon Prime Day purchases

% of those exposed to Amazon Prime Day ads who made a purchase



# IPSOS: Heavy AM/FM radio listeners represented half of all Amazon Prime Day 2018 purchasers

% of 2018 Amazon Prime Day purchasers that are heavy media users



**How to read:** Heavy AM/FM radio listeners accounted for 47% of those who purchased during Amazon's 2018 Amazon Prime Day sales event.

# MARU Matchbox: Heavy audio listeners were more likely to shop Amazon Prime Big Deal Days

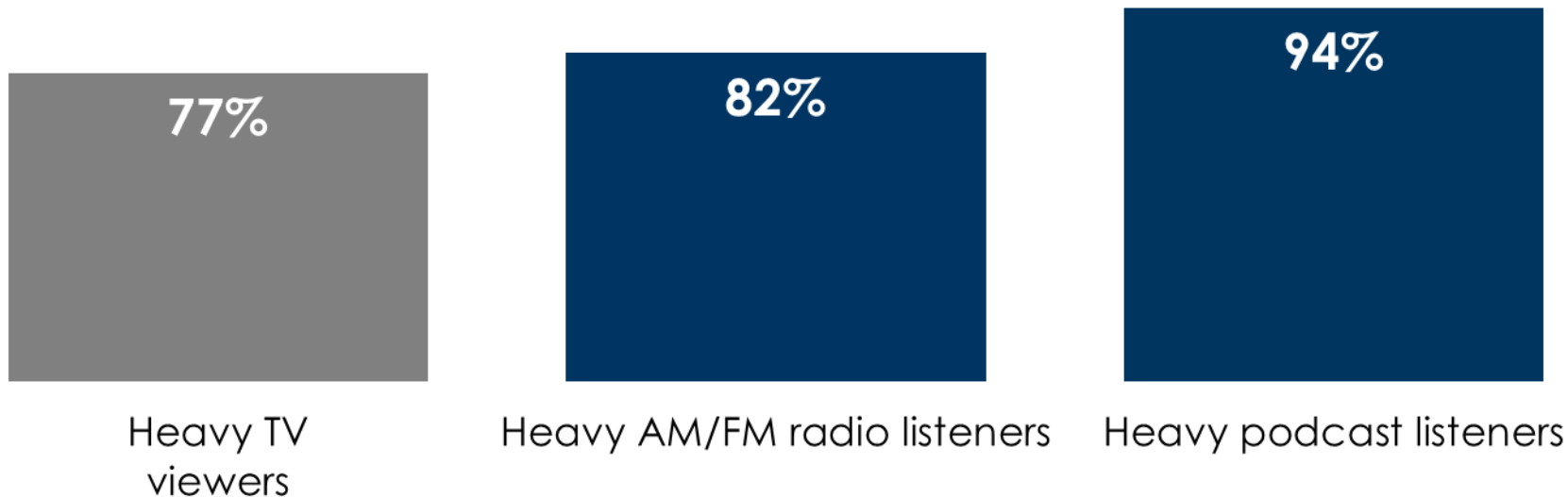
	Shopped Amazon Prime Big Deal Days past 12 months	Plan to shop Amazon Prime Big Deal Days next 12 months
Heavy podcast listeners	56%	54%
Heavy AM/FM radio listeners	44%	49%
Total U.S.	34%	38%
Heavy traditional TV viewers	32%	34%



**The Audio audience  
is far more oriented  
to E-commerce  
shopping**

# Nielsen Scarborough: Heavy AM/FM radio and podcast listeners are more likely to make online purchases than heavy TV viewers

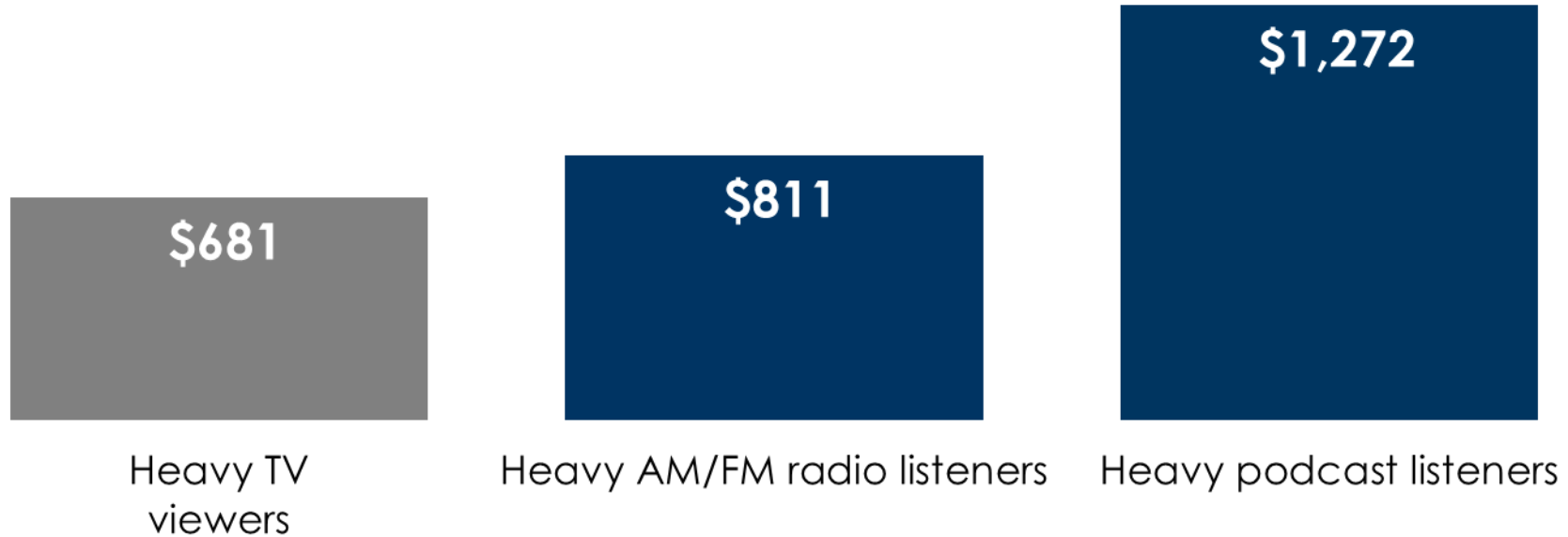
% who have shopped online in the last 3 months by media type



Source: 2023 Release 2 Total (Jun 2022 – Oct 2023), Podcast Recontact (May 2024); Heavy TV, Radio, Podcast: Top 20% of population by time spent; Heavy podcast: 8+ hours per week

# Nielsen Scarborough: Heavy AM/FM radio and podcast listeners spend more online than heavy TV viewers

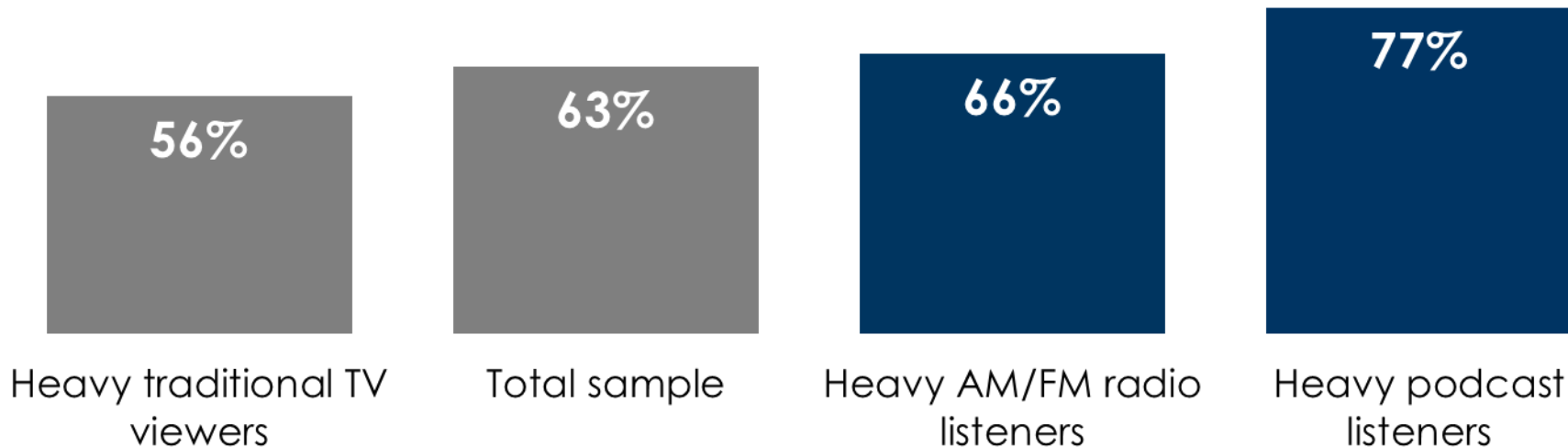
Mean amount spent on purchases made on internet in the last 12 months by media type



Source: 2023 Release 2 Total (Jun 2022 – Oct 2023), Podcast Recontact (May 2024); Heavy TV, Radio, Podcast: Top 20% of population by time spent; Heavy podcast: 8+ hours per week

# MARU Matchbox: Heavy audio listeners are more likely to be Amazon Prime members

Q: Are you currently an Amazon Prime member?  
Total Amazon Prime members



Total Amazon Prime members include those who say, "Yes, I have a personal Prime account" and those who say, "Yes, but I share someone else's account." In the U.S., 54% say they have a personal Prime account and 9% say they share someone else's account.





Amazon holiday study December 2023

# AM/FM radio advertising works: Brand equity among those exposed to the Amazon holiday AM/FM radio campaign is stronger than those unexposed

## Amazon brand equity

	Familiarity (extremely familiar)	Aided ad awareness (saw/heard any advertising past 7 days)	Holiday association	Favorability (very favorable)	Purchase intent (very likely)	Holiday shopping past year	Holiday purchase intent (very likely)
<b>Exposed to the AM/FM radio campaign</b>	<b>71%</b>	<b>57%</b>	<b>84%</b>	<b>60%</b>	<b>66%</b>	<b>71%</b>	<b>58%</b>
Unexposed group	64%	44%	77%	46%	51%	60%	40%

 Significant against unexposed group at 95% confidence

**Nielsen ROI benchmarks for AM/FM radio campaigns: For every \$1 spent on AM/FM radio, retailers generate an average \$15 of incremental sales**

<b>Nielsen retail AM/FM radio ROI benchmarks</b>	
Grocery	\$23
Auto aftermarket	\$21
Department store	\$17
Mass merchandiser	\$16
Home improvement retailer A	\$15
National department store chain	\$13
Gasoline retailer	\$12
Retail	\$11
Home improvement retailer B	\$9
<b>Average</b>	<b>\$15</b>

Source: Nielsen, National Department Store Chain Buyer Lift Study, Analysis Period: 04/19/2021 - 07/31/2021; Retail ROI case studies: Nielsen 2014-2019



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# Nielsen Media Impact: Cross-media planning



**Nielsen**

# Retail and e-commerce brands experience significant lift in reach by shifting 20% of the TV budget to AM/FM radio

Brand	TV only reach November 2023	Reach: 80% TV + 20% AM/FM radio	% lift
Walmart	68%	92%	+35%
Target	63%	89%	+41%
Macy's	62%	86%	+39%
Chewy	57%	81%	+42%
Marshalls	48%	72%	+50%
Wayfair	41%	65%	+59%
Best Buy	40%	71%	+78%
Bombas	30%	48%	+60%
Stitch Fix	10%	18%	+80%

Source: Nielsen Media Impact November 2023, adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel. Network Radio based on Total Network Affiliated Radio at an average CPP of \$5000.

**Nielsen Media Impact:  
Amazon Prime TV deliveries and  
AM/FM radio reallocation scenario**

# Nielsen Media Impact: Amazon Prime June 2023 TV campaign reached only 27% of adults

% reach among adults 18+ – June 2023 campaign

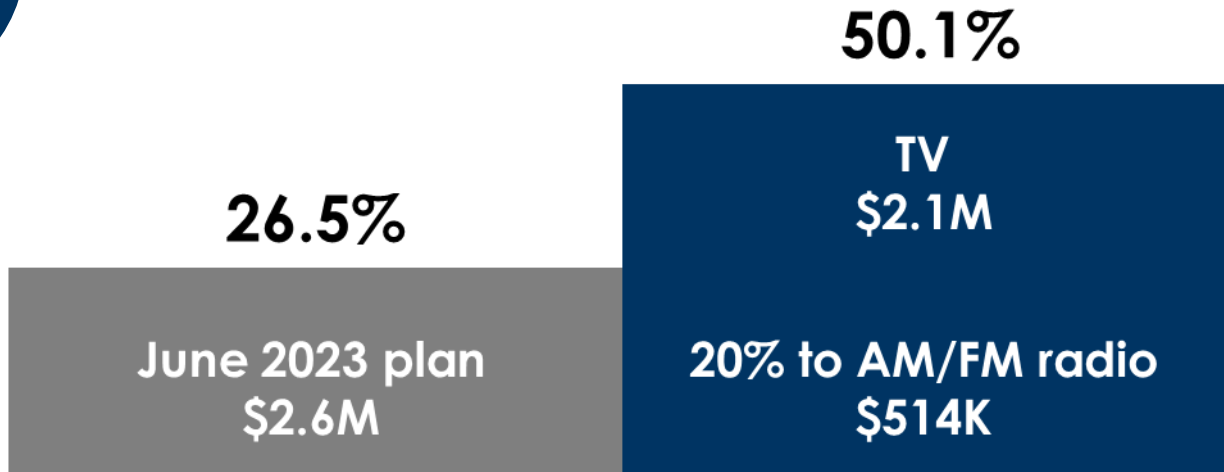
**26.5%**

June 2023 plan  
\$2.6M

# Nielsen Media Impact: Shifting 20% of the budget to AM/FM radio delivers +2X incremental reach for Amazon Prime

% reach among adults 18+ – June 2023 campaign

AM/FM radio added  
**+2X**  
incremental reach



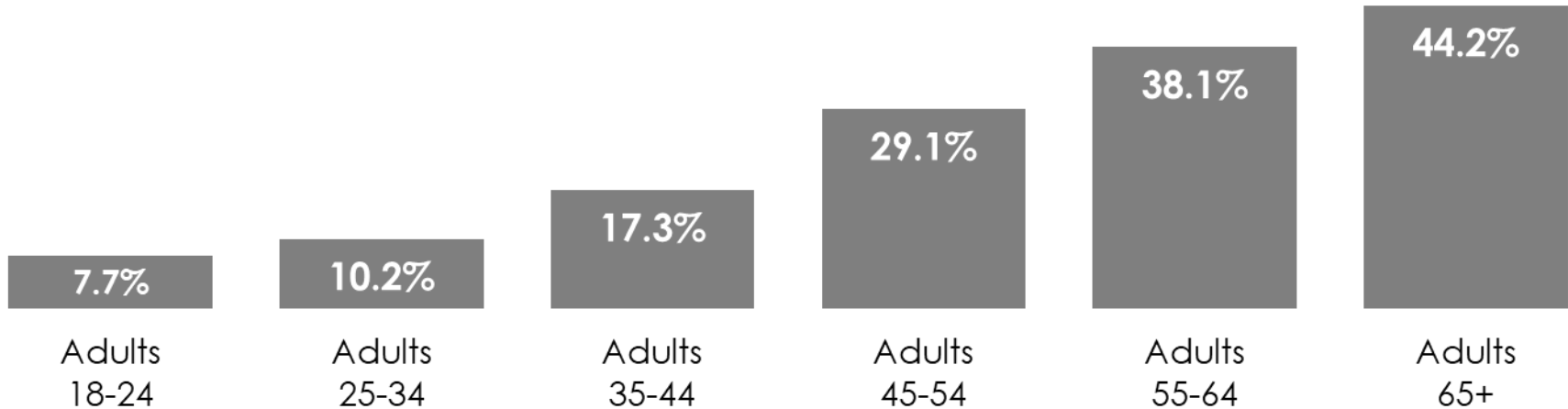
Source: Nielsen Media Impact June 2023, adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel. Network Radio based on all RADAR networks at an average CPP of \$5000.



# Nielsen Media Impact: Amazon Prime's TV deliveries skew old

## June 2023 campaign reach by demographic

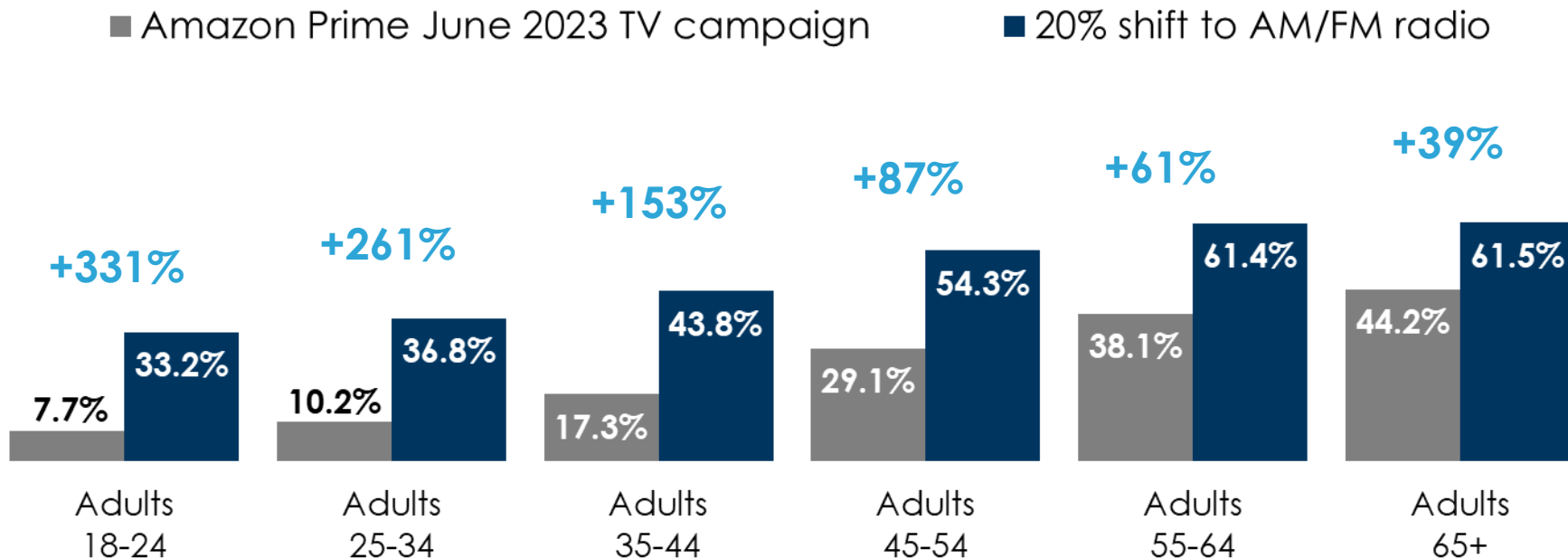
■ Amazon Prime June 2023 TV campaign



Source: Nielsen Media Impact June 2023, adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel.  
Network Radio based on all RADAR networks at an average CPP of \$5000.

# Nielsen Media Impact: A 20% budget shift to AM/FM radio generates extraordinary lift in reach, especially in younger demographics

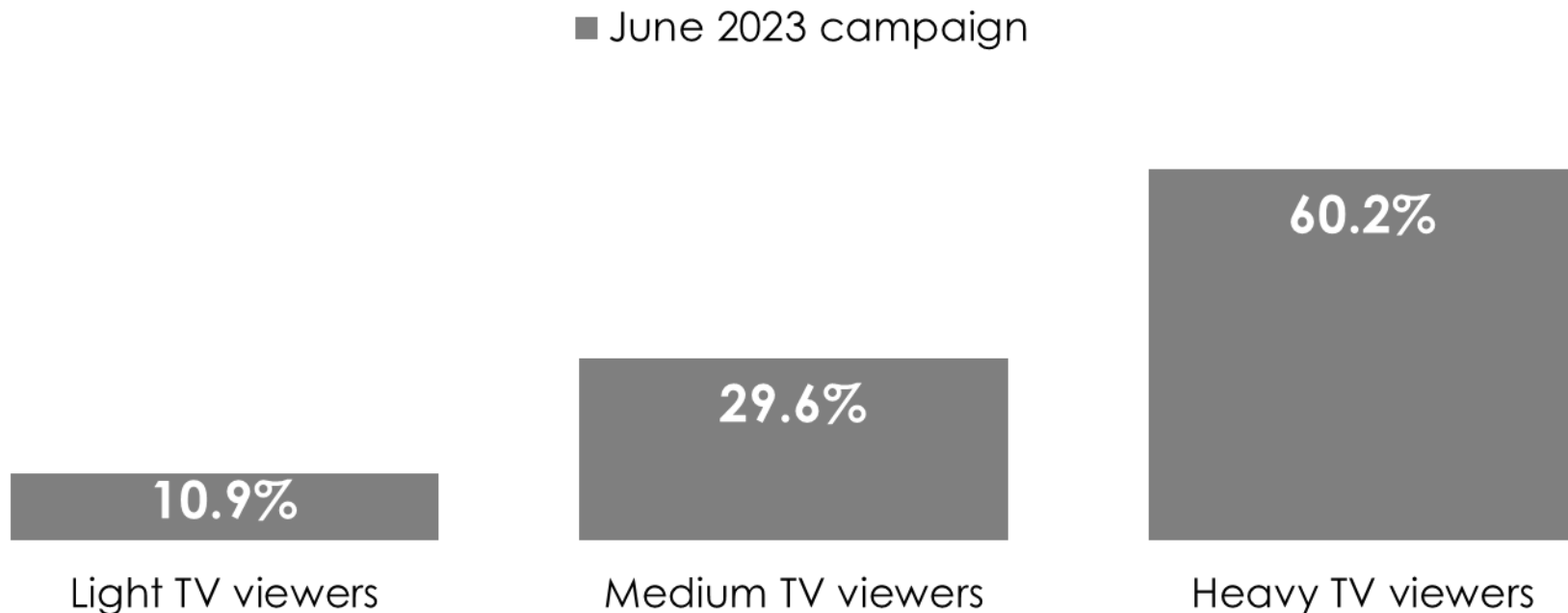
June 2023 campaign shift to AM/FM radio – % incremental reach by demo



Source: Nielsen Media June 2023, adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel. Network Radio based on all RADAR networks at an average CPP of \$5000.

# Nielsen Media Impact: Amazon Prime's TV campaign reaches most heavy TV viewers and misses 89% of light TV viewers

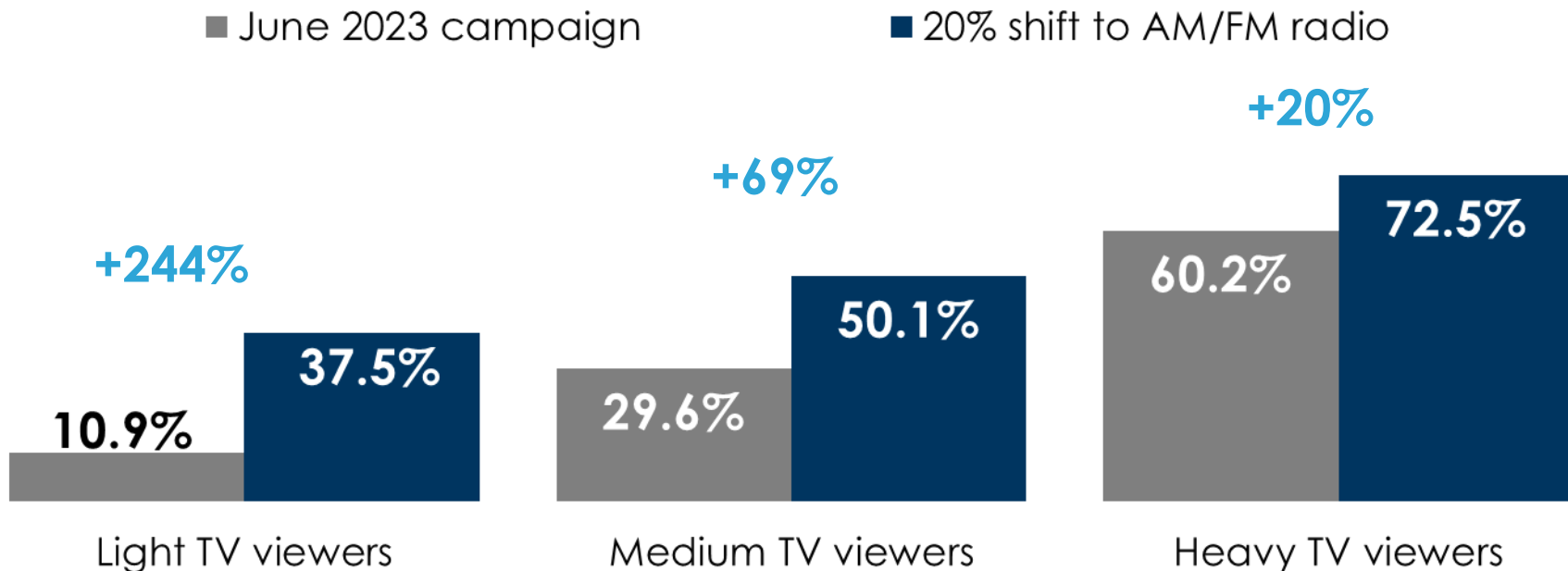
June 2023 campaign shift to AM/FM radio – % incremental reach by among adults 18+



Source: Nielsen Media Impact June 2023, Adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel. Network Radio based on all RADAR networks at an average CPP of \$5000. TV viewers: Cable or broadcast.

# Nielsen Media Impact: Shifting 20% of the budget to AM/FM radio generates significant reach growth among light TV viewers

June 2023 campaign shift to AM/FM radio – % incremental reach among heavy, medium, and light adults 18+ TV viewers



Source: Nielsen Media Impact June 2023, Adults 18+: TV budget and TV ad occurrence based on Nielsen Ad Intel. Network Radio based on all RADAR networks at an average CPP of \$5000. TV viewers: Cable or broadcast.

# Key takeaways

- **AM/FM radio and podcasts are an ideal medium for e-commerce and Amazon:** Heavy audio listeners are more likely to shop online. AM/FM radio listeners and heavy podcast listeners over-index on Amazon Prime membership and purchase intent. Heavy AM/FM radio and podcast listeners also spend more on Amazon Prime.
- **Audio holiday AM/FM radio campaigns work:** Respondents exposed to the Amazon holiday AM/FM radio campaign have higher familiarity and aided ad awareness than those unexposed to the campaign. Those exposed to the campaign exhibit stronger brand equity for Amazon across every measure versus those unexposed.
- **AM/FM radio makes your TV better:** Nielsen Media Impact optimizations reveal shifting more media weight to AM/FM radio generates significantly more reach, especially among younger demographics 18-49. AM/FM radio does an extraordinary job in increasing campaign reach among light TV viewers who are far less likely to see retailer TV ads.



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**Full-service advisory for national brands offering media planning recommendations, creative best practices, and measurement services**

The **Cumulus Media | Westwood One Audio Active Group®** is a true comprehensive marketing advisory that partners with clients to measure the impact of the **entire** audio campaign (not just the Cumulus Media | Westwood One investment), specializing in the following areas:

- **Audio creative best practices**
- **Media planning**
- **Strategic allocation within audio**
- **Measure the impact of the entire audio investment**

# For more, please visit the Cumulus Media | Westwood One Audio Active Group® blog

CumulusMedia.com



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WestwoodOne.com/blog



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