

DID YOU KNOW

Motivated by Rising Costs and Inflation, Shopping Habits Are Evolving as Consumers Seek Greater Value From Brands

Ipsos reports that 85% of consumers expect their purchase habits to change over the next few months.

Source: Ipsos https://www.ipsos.com/sites/default/files/ct/publication/documents/2022-08/22-08-54_Private_v6.pdf

FACT ONE

Consumers are making tougher choices on when to spend.

60%
Of Shoppers Put Something Back at Checkout

47%
Are Purchasing Cheaper Products

53%
Of Consumers Are Buying Fewer Beauty Products

Source: According to Reach 3 Insights Research: Inflation Pushes 78% Of Shoppers Toward Private Label 09/15/2022 (mediapost.com)

FACT TWO

Getting your message heard at scale can make all the difference in your month or quarter.

An OTC Pharma Brand recently leveraged the reach and trust of iHeart to speak to new and light customers on podcasts and broadcast to deliver a 143% sales lift.

A National Food & Beverage brand leveraged iHeartRadio streaming audio and podcasts to deliver \$4.80 ROAS.

According to author Byron Sharp, on average, 80% of buyers are light buyers, but account for almost half of sales. Reaching them is a path for brands seeking growth.

Source: Campaign, Jan. 2018: <https://www.campaignlive.co.uk/article/byron-sharp-hits-back-dunnhumbys-heavy-buyers-claim-dead-end-marketing-strategy/1455529>

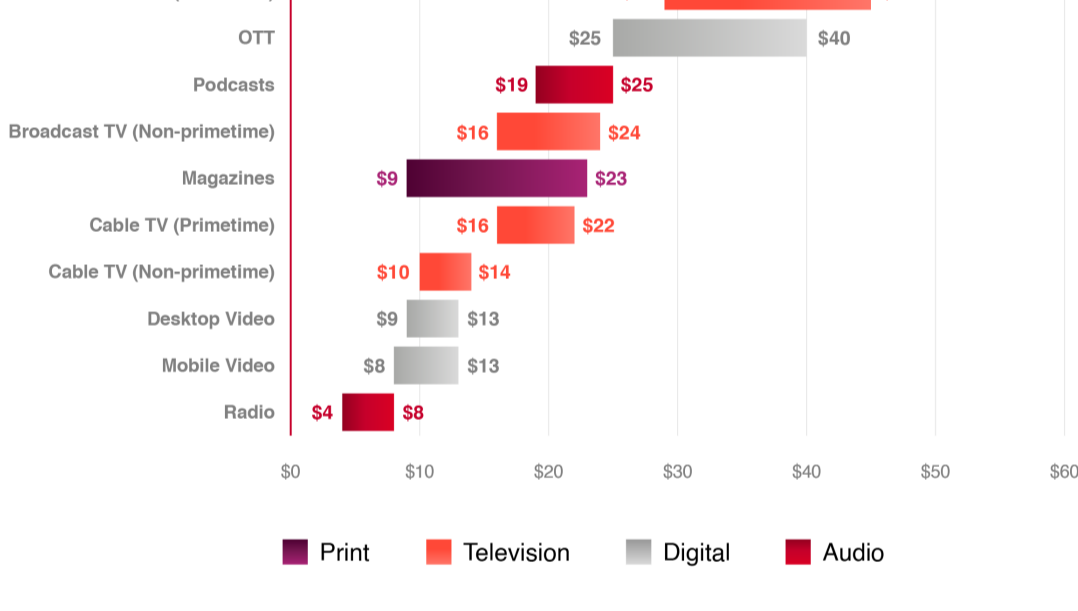
FACT THREE

iHeart is the only way to get heard at scale efficiently, with lower CPMs and massive reach.

And Audio is way more efficient than video, allowing brands to pivot and customize messaging to reach more consumers who are willing to try new brands to save money.

Broadcast Radio Is the Most Efficient Major Medium - Yet Has the Largest Reach

U.S. Major Media CPM Comparison



Source: Solomon Partners Estimates as of January 2022 based on SEC filings, news, research and other industry sources

FACT FOUR

Audio is as measurable as digital, and iHeartMedia offers the tools that allow brands to measure performance of their multiplatform audio campaigns.

Access: Measurement

(Audio is as measurable as digital)

PERFORMANCE KPI	BROADCAST	STREAMING	PODCASTING	PREFERRED VENDORS
Brand Awareness	✓	✓	✓	nielsen
Brand Affinity/Consideration	✓	✓	✓	nielsen, dynata
Purchase Intent	✓	✓	✓	KANTAR
Website Visits	✓	✓	✓	artsai, claritas
Online Transactions	✓	✓	✓	
Retail Store Traffic	✓	✓	✓	FOURSQUARE
Tune In	✓	✓	✓	nielsen, CATALINA
CPG Brand Sales Lift	✓	✓	✓	nielsen, Catalina
Retail Sales Lift	✓	✓	✓	nielsen, Catalina, RC

In a recent survey by Emarsys, 60% of respondents said that inflation has made them leave brands to which they've been previously loyal in order to save money.

iHeart can craft a plan for you that drives growth by reaching new audiences. Because we're #1, iHeartMedia gives you access to all audiences, conversations, moments, and measurement.

Let's get started.

CONTACT US

FOR MORE INFO



America's #1 Audio Company
Reaching 9 out of 10 Americans Every Month