



nuvoodoo 

DNA

Microtargeting

Case Study for Radio

Introduction

DNA Overview



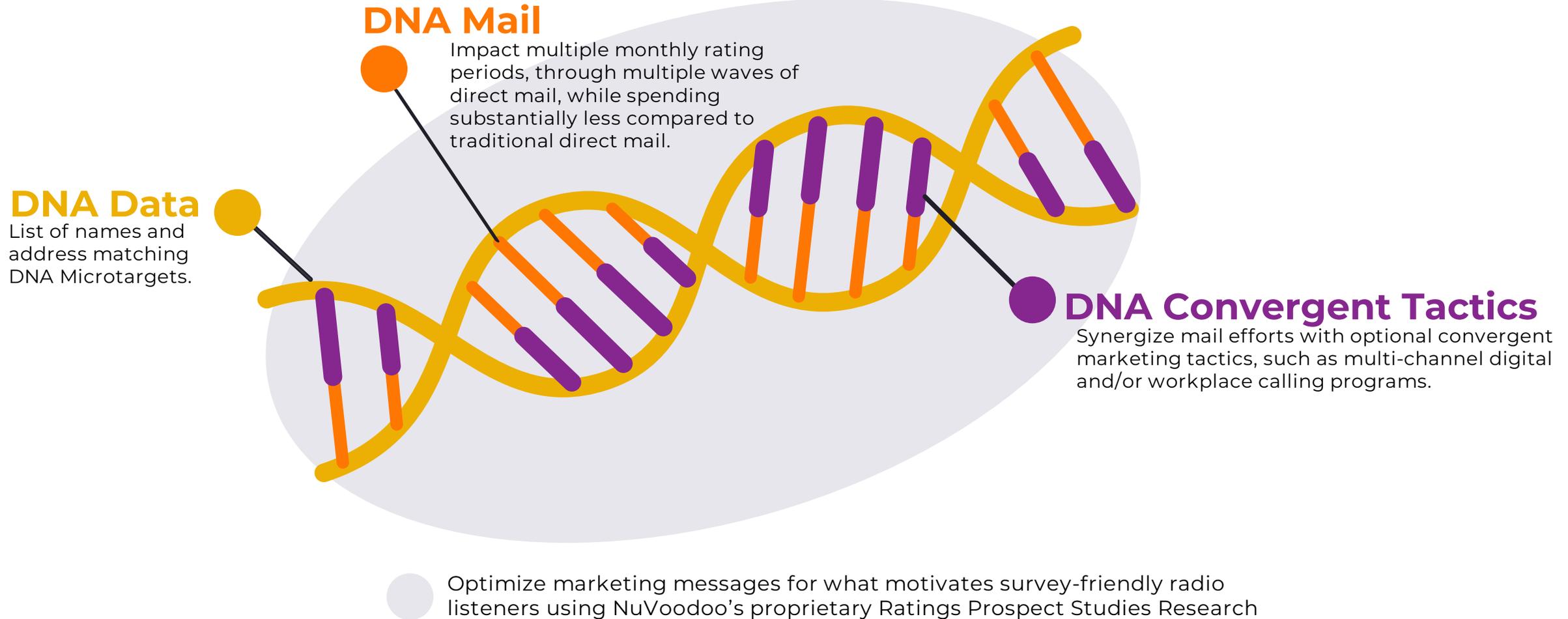
The Challenge:

With shrinking marketing budgets and radio listeners becoming more valuable as the listening universe is pulled into myriad directions, it was vital to develop affordable solutions that would allow our clients to reach the listeners that matter most to them.

The Solution:

NuVoodoo developed the Discrete Neighborhood Analysis (DNA) targeting segmentation to narrow likely panelists by exact age, gender and specific zip code using our clients and competitors' ratings data.

Anatomy of a DNA Campaign



Results



● — **+90%**

Savings compared to traditional direct mail for radio.

● — **up to 3x**

The number of direct mail touchpoints targeted at the most valuable segment of our clients' listeners.

● — **26%**

Ratings lift for our client in Market #1*

● — **8x**

Increase in touchpoint frequency, allocating budget saved through DNA microtargeting to expand the client's campaign with convergent tactics

**Our client went from a 7.0 share to 8.8 share Women 25-54, Nielsen September 2021.*

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Digital Out-of-Home

Case Study for Radio   



DOOH Overview

The Challenge:

The pandemic challenged us to find additional inroads on where and how to help our clients meet their listeners where they are.

The Solution:

NuVoodoo has been tracking listener behavior throughout the pandemic. In our study last summer, and especially in our study in January 2022, we saw an increase in the number of listeners commuting/working out of home. An old playbook of advertising radio has been through billboards, so we shifted that paradigm by leveraging the intersection of mobile, social and programmatic ad buying with digital billboards, urban panels, street furniture and more.

Anatomy of a DOOH Campaign



TARGET

OOH plan created with locations skewed toward client location and audience targets.



DELIVER

OOH is delivered in real time, reaching the target audience as they move around the market.



CAPTURE

Audience device logs are sent to digital team for retargeting.



RETARGET

Mobile, digital and video ads delivered, retargeting OOH audiences plus reaching more of the client's target at scale.



In addition to Digital reporting, metrics are provided on OOH locations, impressions by demographic, and more.

Conclusions



82%

of 25-54 Likely Ratings
Respondents pay attention
to advertising on mobile
apps & sites



75%

of 25-54 Likely Ratings
Respondents pay attention
to advertising on billboards
and signs



99%

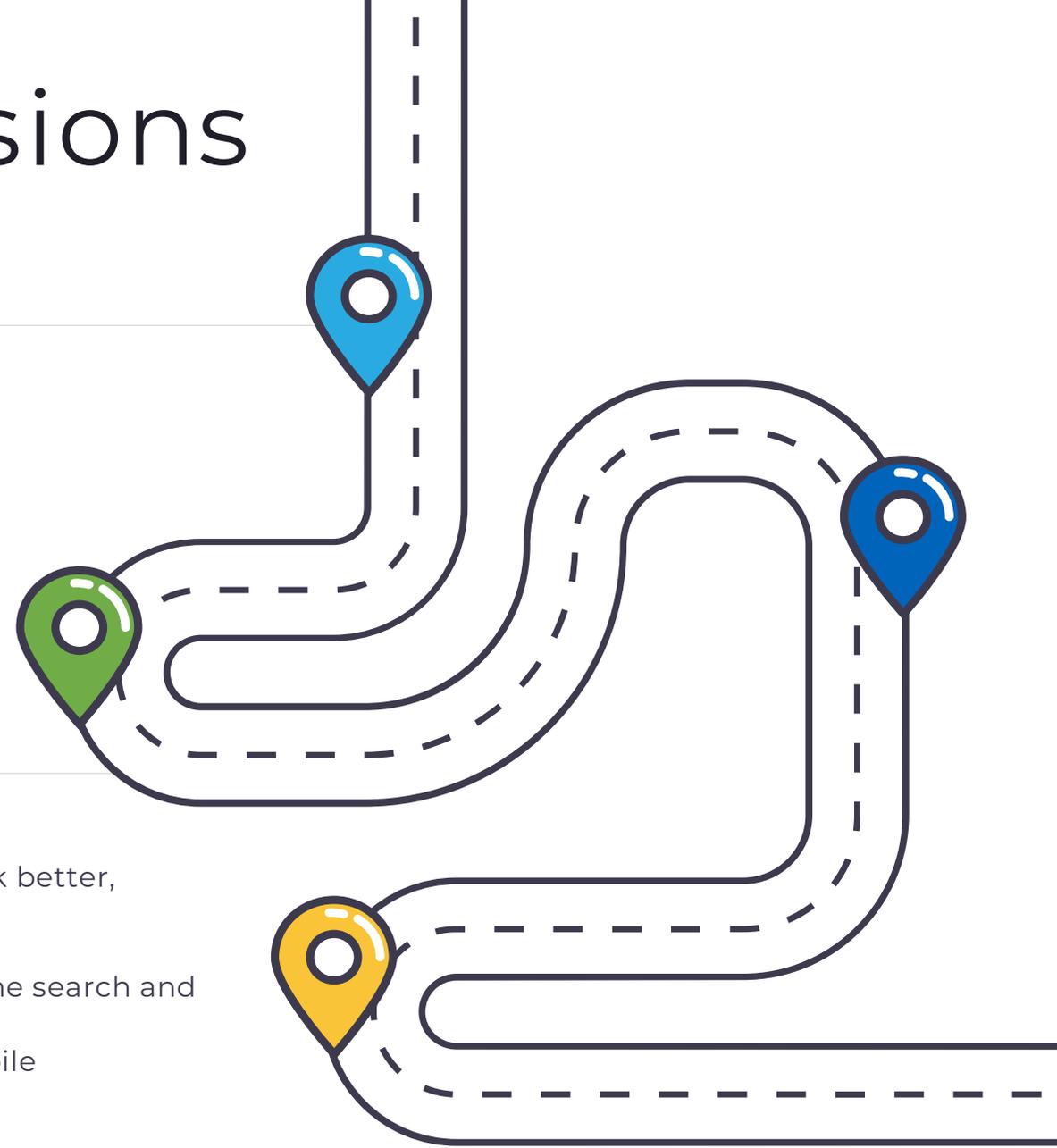
of 25-54 Likely Ratings
Respondents pay attention
to both advertising on
mobile apps & sites AND
billboards and signs



OOH makes other media work better,
driving up to

68% increase in online search and

48% increase in mobile
response.⁽¹⁾



Thank you