



Case Study

NextRadio

About NextRadio

> NextRadio is a free FM radio app that allows you to listen to live and local radio on your smartphone. The app captures listener data for broadcasters, brands and agencies and delivers radio advertising measurement data through the [Dial Report](#).

Objective

> Increase NextRadio app downloads and listening while generating brand awareness through location specific ads on strategically placed OOH assets.

> “We wanted to find a complement to our local radio campaign in targeted markets to grow NextRadio downloads. We chose out of home advertising because of the reach and ability to align with our local focus - it worked and exceeded our goals in listener growth.”

Maura Kautsky, Vice President, Marketing NextRadio and Dial Report

- > **Inventory:** Digital Bulletins, Live Boards
- > **Markets:** Boston, Detroit, New York City
- > **Flight:** July 31, 2017 - August 27, 2017
- > **Results:** Compared to previous month(s):
 - Boston Market increased listener count by 98%
 - Detroit Market increased listener count by 61%
 - New York City Market increased listener count by 33%

