

IF YOU'RE THINKING

AUDIO

AS JUST TOP-OF-FUNNEL PLAY

THINK AGAIN



A woman with blonde hair, wearing a plaid shirt and a brown vest, is looking upwards with her arms raised. In the foreground, a vintage-style radio is visible. The background is a clear blue sky. The entire image is framed by a white border with a diagonal split design.

AUDIO

IS MEDIA'S BEST KEPT SECRET

DRIVING IMPACT
AT EVERY STAGE
OF THE FUNNEL

WHO DOES IT BEST?

Percentage of U.S. Adults Impacted by Advertising

	AUDIO*	TV	DIGITAL DISPLAY ADS	SOCIAL MEDIA INFLUENCERS	SEARCH ADS	VIDEO ADS
AWARENESS	49%	49%	44%	40%	36%	29%
CONSIDERATION	40%	39%	36%	35%	40%	23%
CONVERSION	45%	44%	40%	38%	33%	26%
LOYALTY	36%	32%	31%	33%	24%	21%



*Connected Radio, AM/FM Radio, Podcasts