



**Bauer  
Media  
Group**

# **From Ears to Action: Unlocking Audio Attribution**



# Session objectives



## 1. Digital Audio attribution basics

- ▶ Learn what audio pixel tracking is and how attribution works for digital audio

## 2. Broadcast radio attribution basics

- ▶ Discover how we can measure and attribute web visits to traditional broadcast campaigns on radio.

# Audio pixel basics

# What is an audio tracking pixel?

- ▶ Small piece of code embedded into the digital audio
- ▶ It captures listener data, such as IP address, user agent and timestamp
- ▶ The pixel is a URL, so looks like a web address
- ▶ Also known as:
  - ▷ Tracking pixel
  - ▷ Tracking URL
  - ▷ Tracking Tag



# What do they look like?

[https://ad.doubleclick.net/ddm/trackimp/N7356.2557EXAMPLE/B20280972.205342151;dc\\_trk\\_aid=405580506;dc\\_trk\\_cid=93256800;dc\\_lat=;dc\\_rdid=;tag\\_for\\_child\\_directed\\_treatment=?](https://ad.doubleclick.net/ddm/trackimp/N7356.2557EXAMPLE/B20280972.205342151;dc_trk_aid=405580506;dc_trk_cid=93256800;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=)

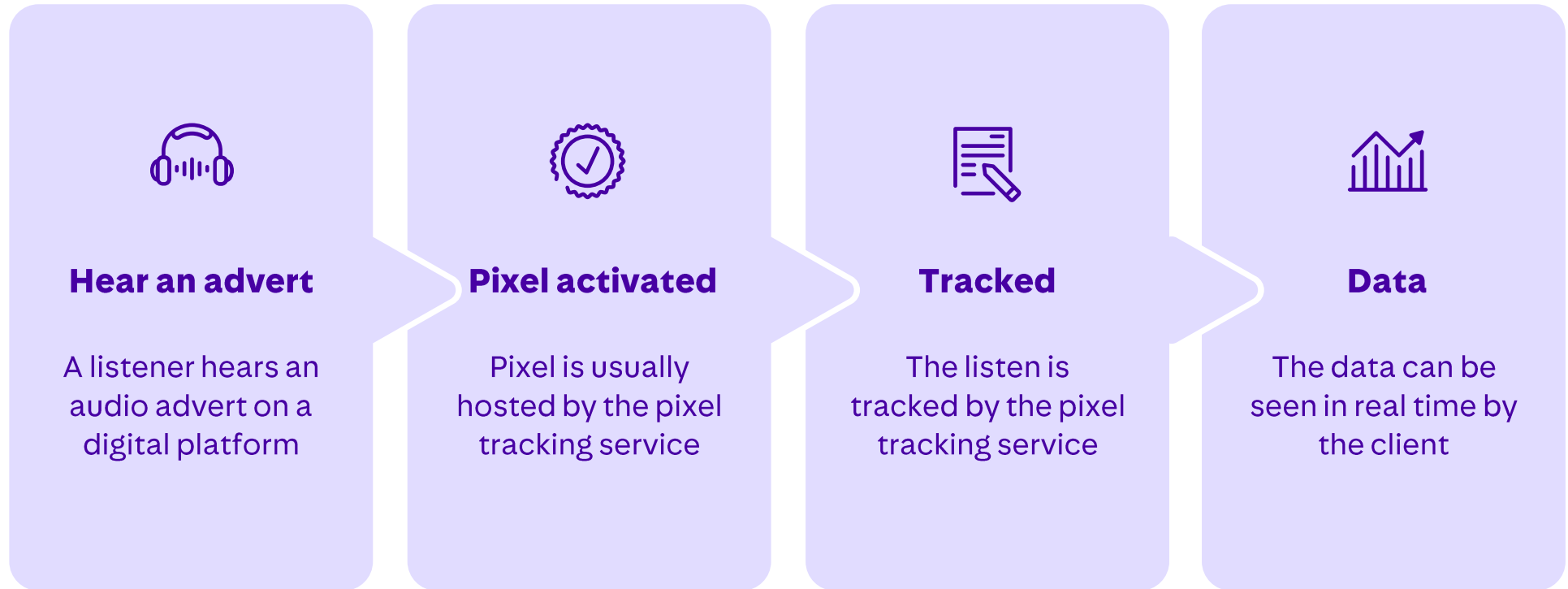
# What do they look like?



[https://ad.doubleclick.net/ddm/trackimp/N7356.2557EXAMPLE/B20280972.205342151;dc\\_trk\\_aid=405580506;dc\\_trk\\_cid=93256800;dc\\_lat=;dc\\_rdid=;tag\\_for\\_child\\_directed\\_treatment=?](https://ad.doubleclick.net/ddm/trackimp/N7356.2557EXAMPLE/B20280972.205342151;dc_trk_aid=405580506;dc_trk_cid=93256800;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=?)

# Tracking process

Tracking allows the client to monitor their advert impressions in real time



# The benefits

**Independent third-party data to provide transparency and build trust**

**Optimise targeting, delivery frequency, and creative choices using campaign data**

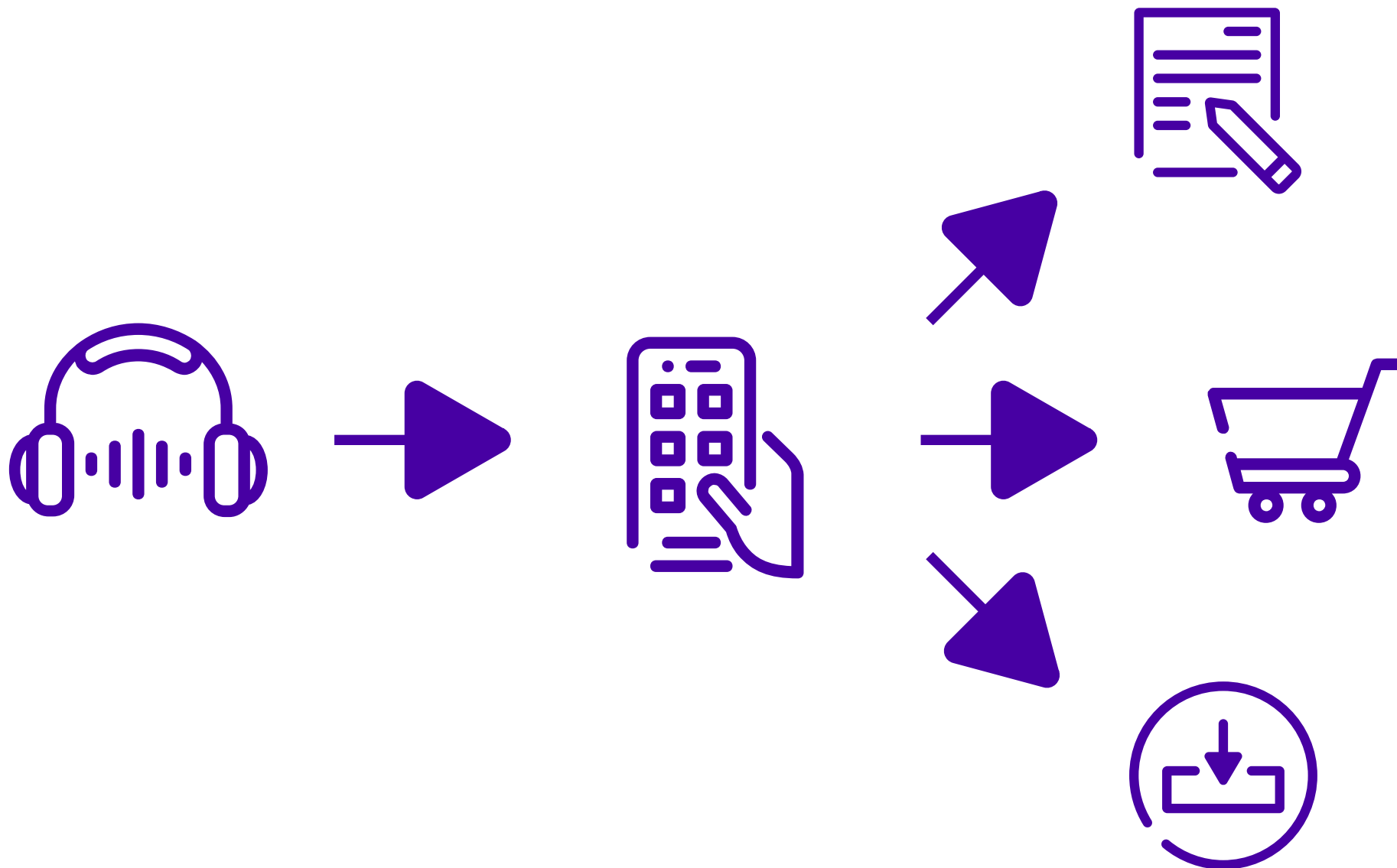
**Client has real time view of their campaign**

**Track conversions across devices and gain insights into the customer journey**



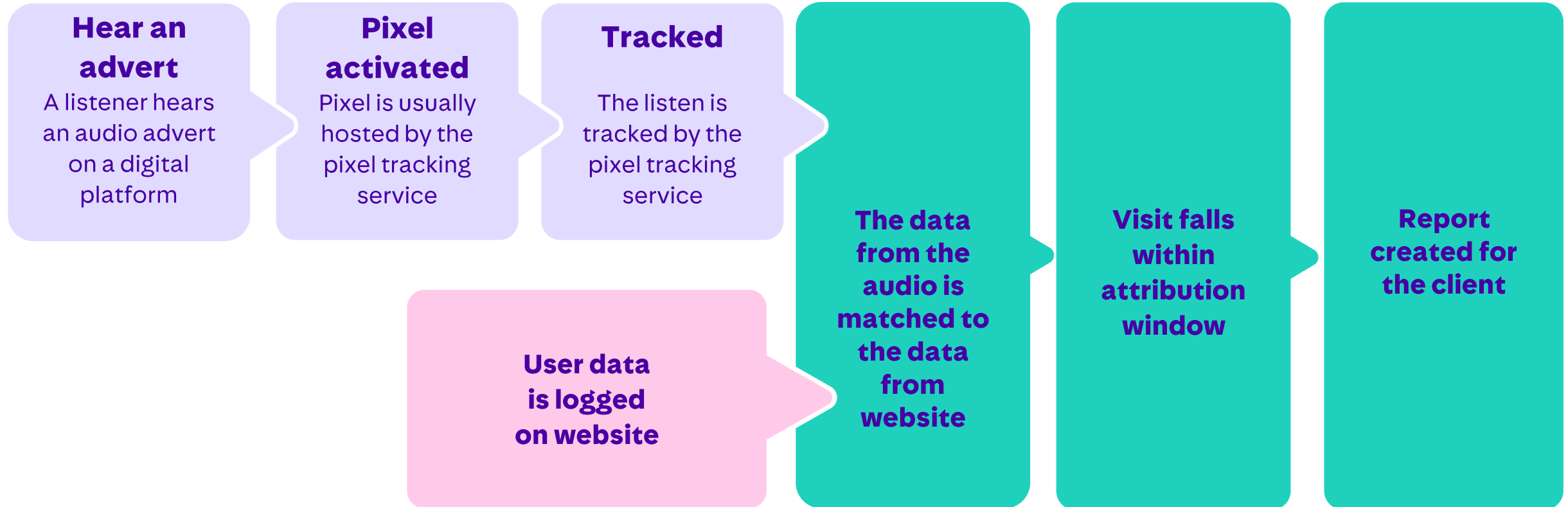
# Audio pixel attribution

# What is audio pixel attribution?



# Podcast tracking process

Audio pixels can be placed in the adverts in a podcast



# The benefits

**Independent third-party data to provide transparency and build trust**

**Optimise targeting, delivery frequency, and creative choices using campaign data**

**Client has real time view of their campaign**

**Track conversions across devices and gain insights into the customer journey**

**See how many people are listening and acting after hearing your advert**

**Granular reporting down to individual advert performance**

**Real time return on investment**

**Understand purchasing patterns**

**See the effectiveness of different copy using A/B campaigns**





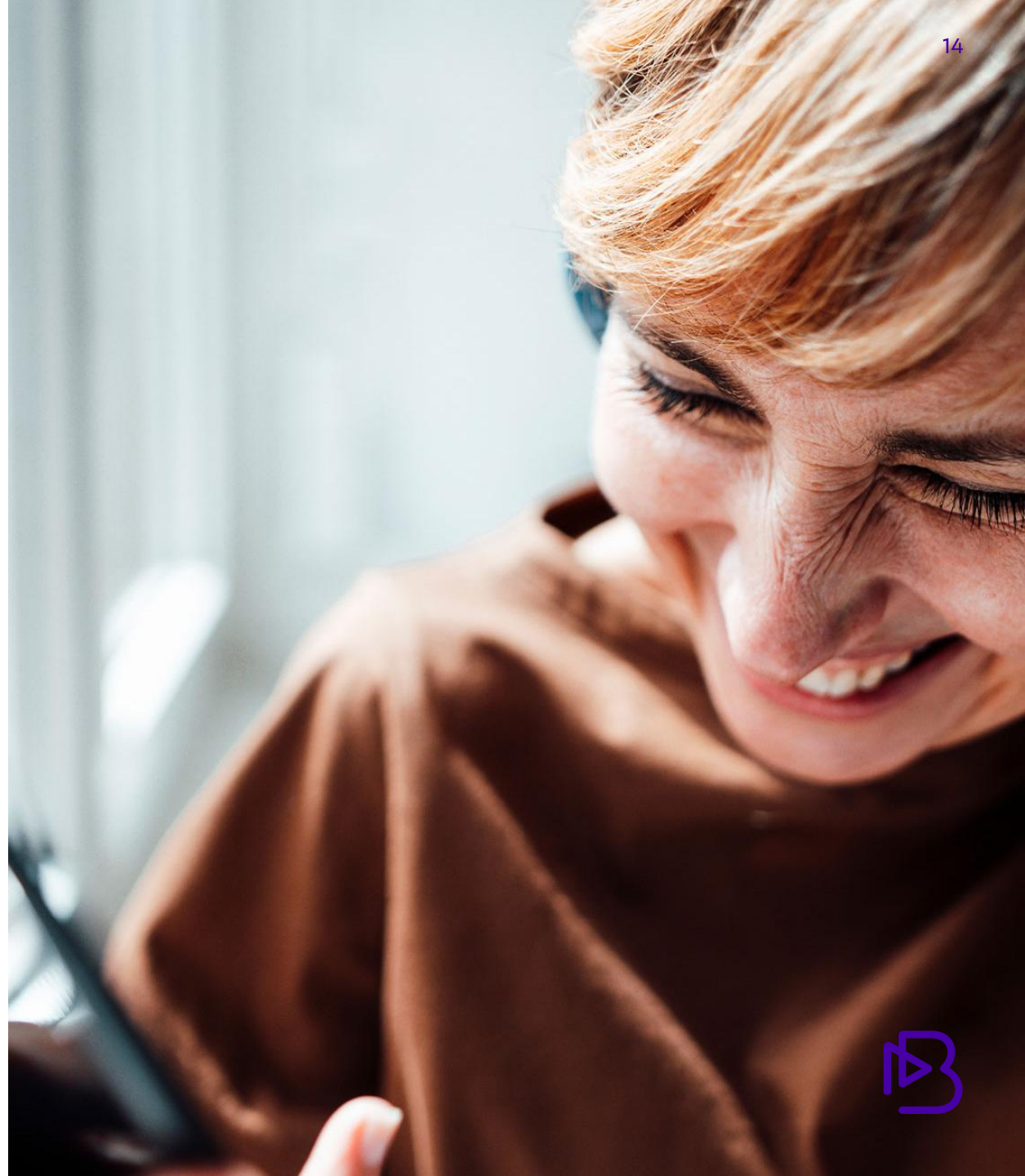
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# **Broadcast Attribution**



# The state of radio advertising

- Radio advertising is not just about reach. It also delivers significant returns on investment. Studies show that radio advertising generates an average ROI of £7.70 for every pound spent ([Radiocentre](#)).
- In key sectors such as retail, finance, travel, and automotive, radio's ROI surpasses that of TV.
- One of radio's biggest strengths is its ability to build brand awareness cost-effectively. The lower production costs mean businesses can create high-quality campaigns without the financial burden of television advertising.



# How do we measure success?



# Veritone

Veritone Attribute is an attribution analysis solution. It correlates broadcast ads with web traffic to measure the impact of advertising with data-driven insights.

Attribute correlates ad events from station playout and traffic logs with website activity to reveal response insights. Our analytics show performance for:

- ▶ Station
- ▶ Creative
- ▶ Placement
- ▶ Geography

These analytics evaluate how campaign elements resonate with listeners. Armed with this data, you can identify which avenues deliver the best ROI, and ultimately, make more strategic decisions in your advertising.



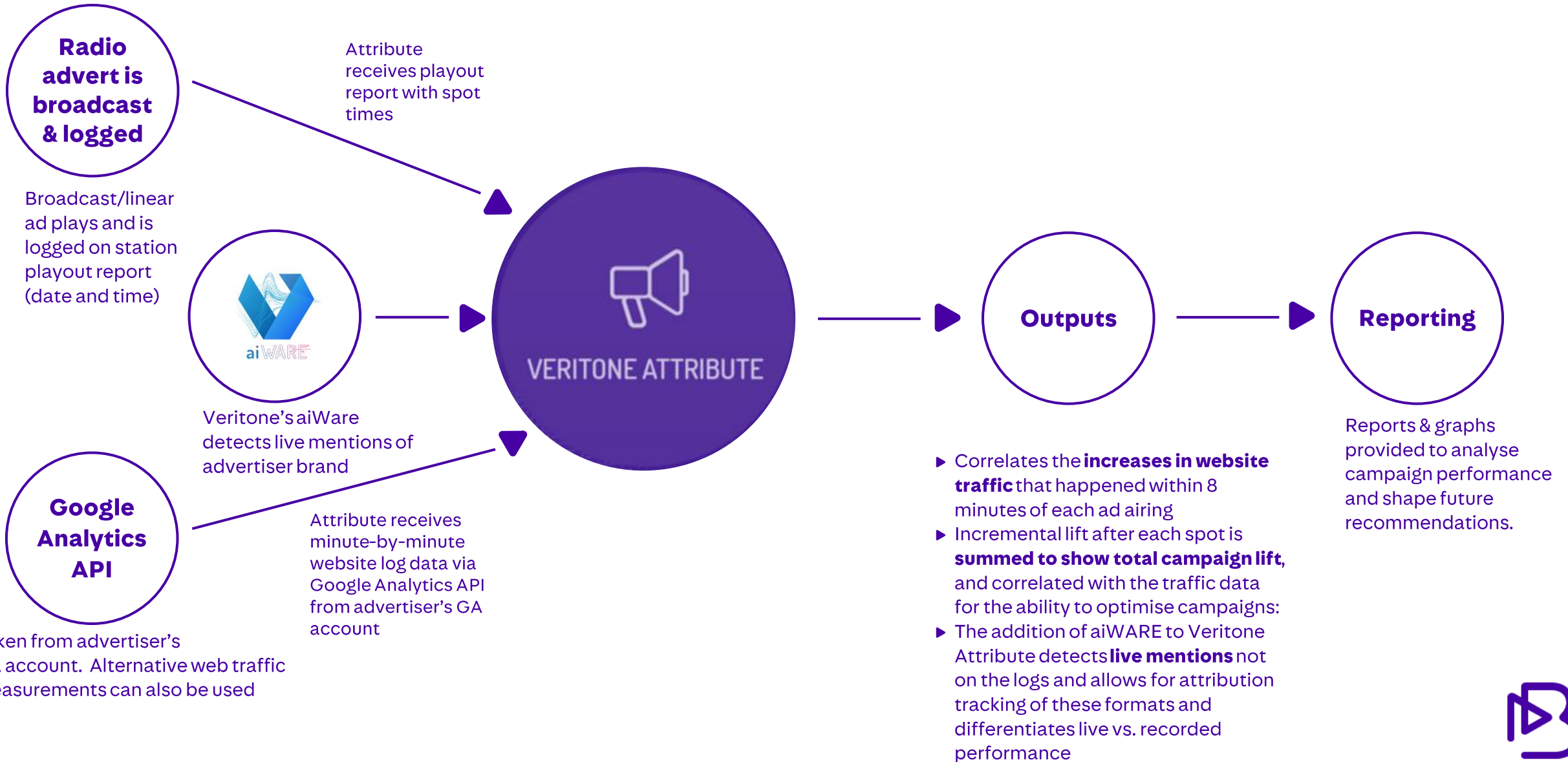
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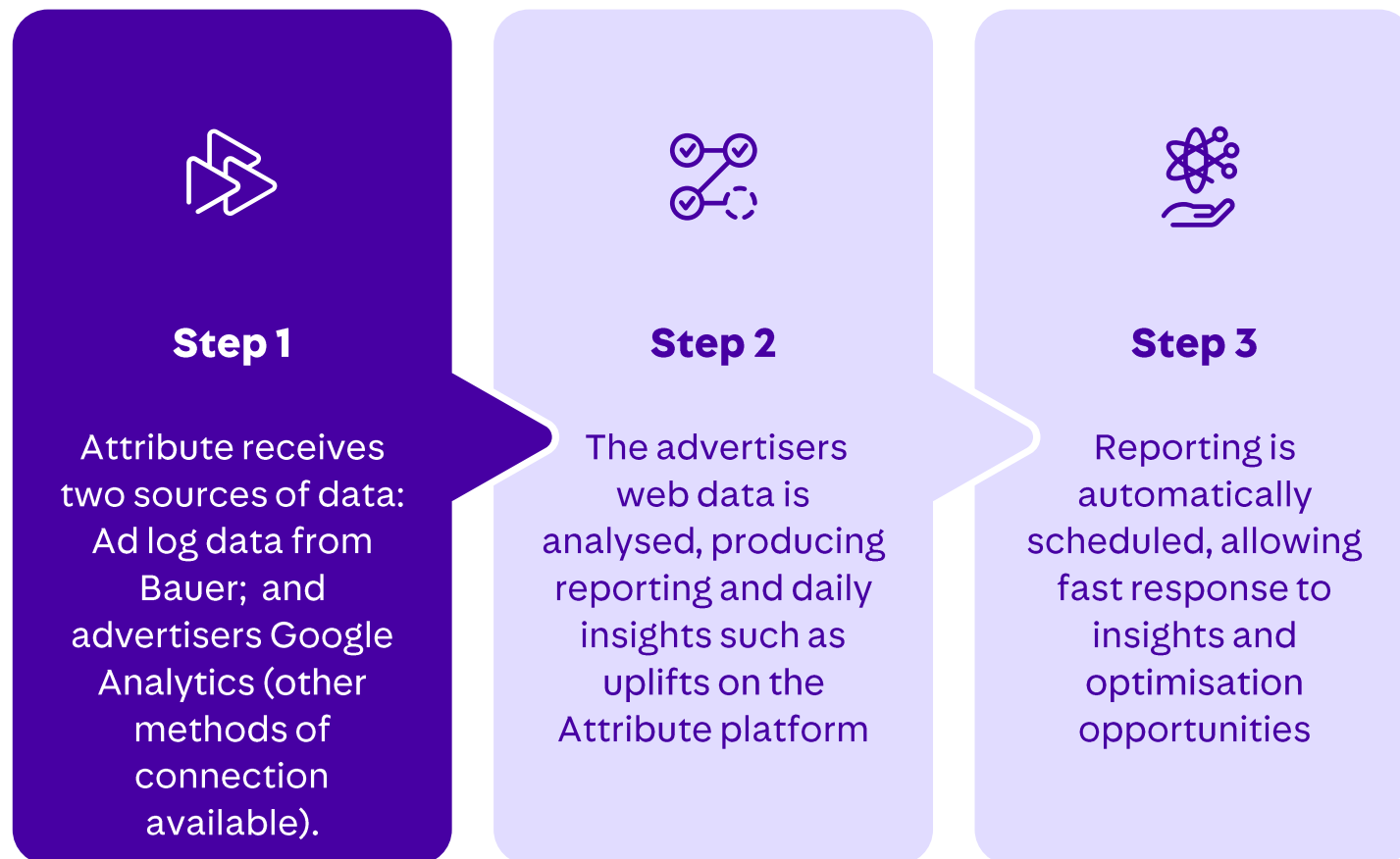
VERITONE®



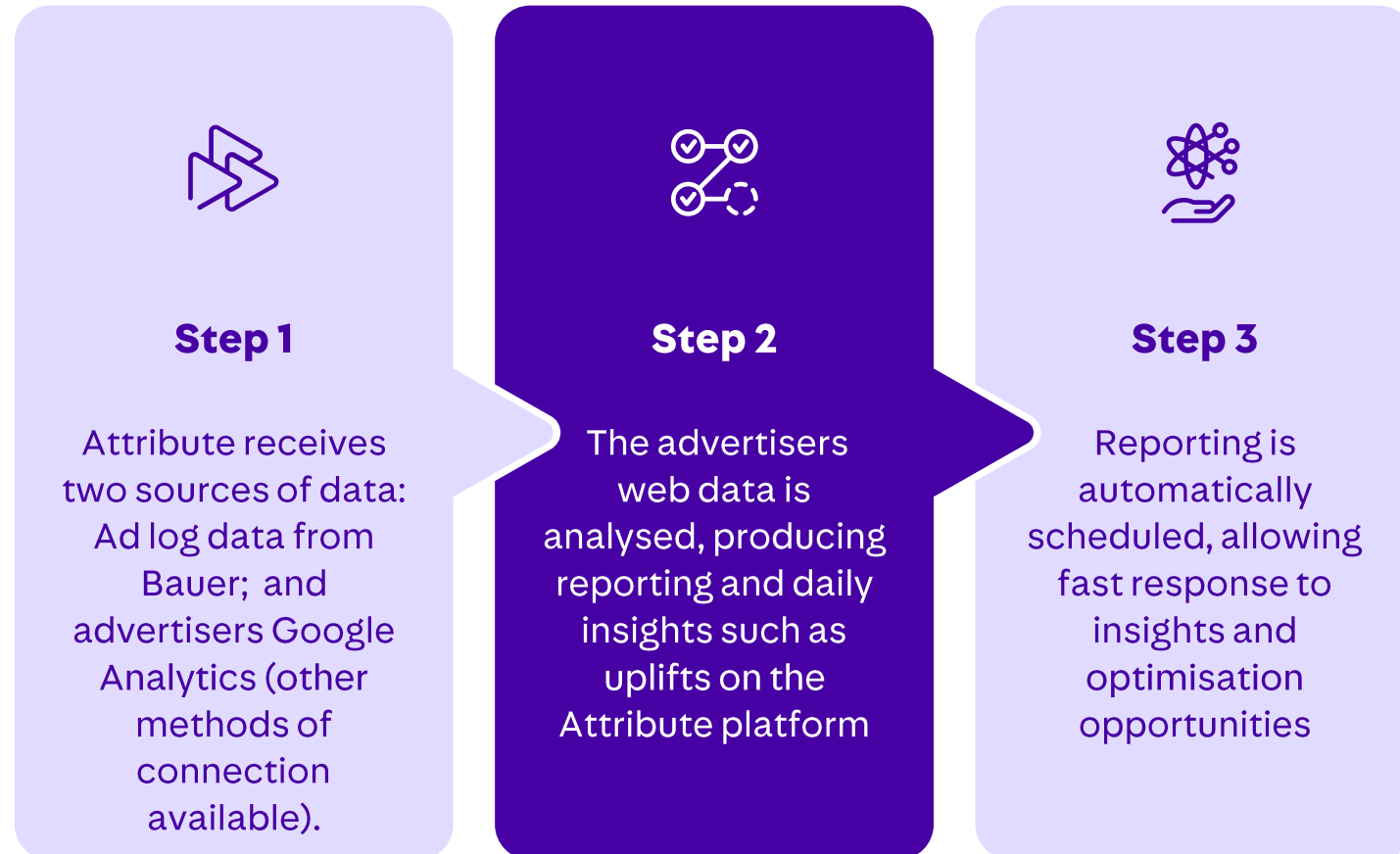
# How the Veritone Attribute model works



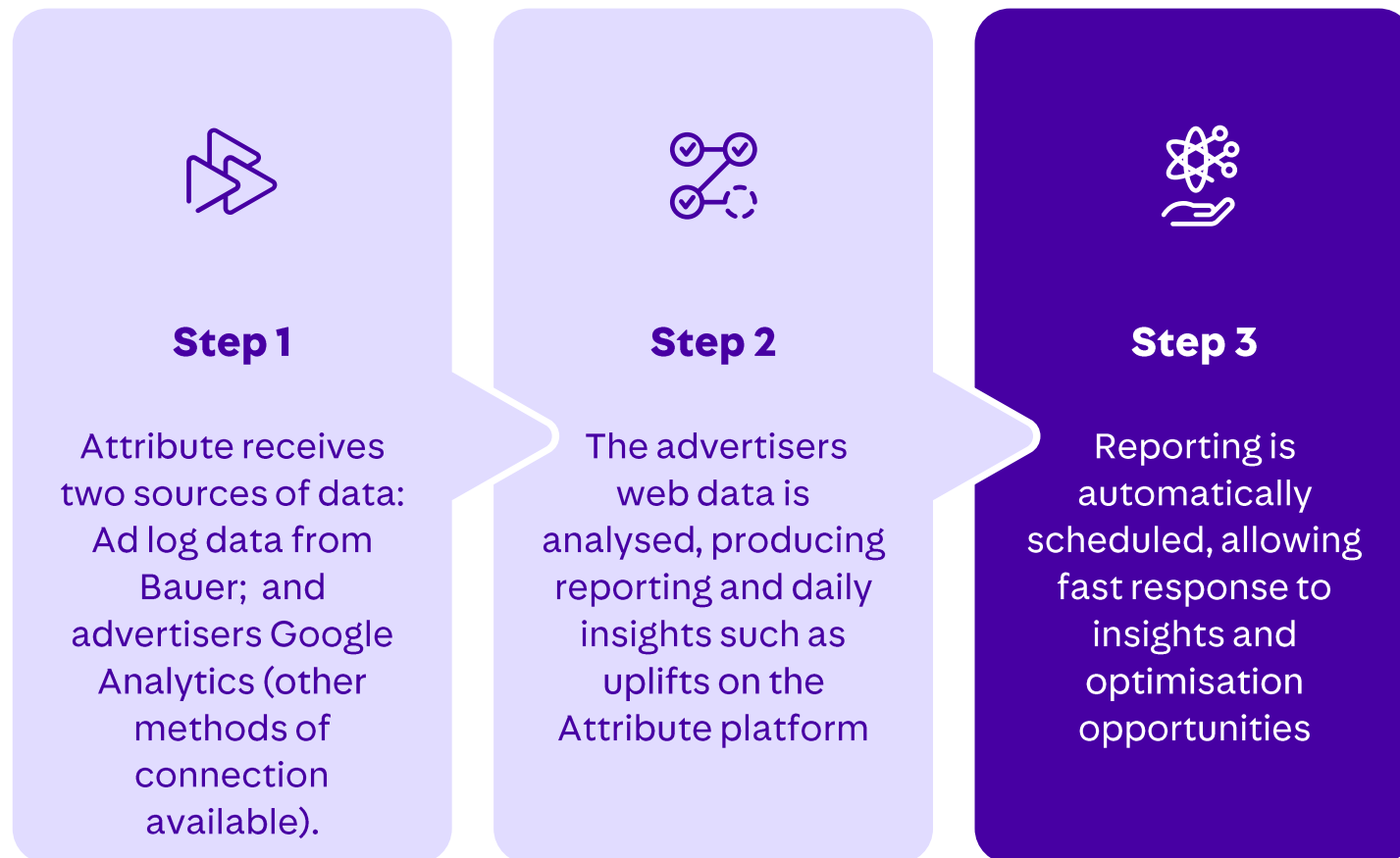
# How It Works



# How It Works



# How It Works



# What does it measure?

## TOP LINE METRICS WITH EXAMPLE DATA

LIFT

19.3%

Percentage uplift in traffic that is attributed to the radio campaign on days that spots aired

VISITS  
TOTAL | DAYS WITH ADS

14.6K | 9.4k

The total website visits during the campaign dates & the total number of web visits on days that spots aired

AD VISITS

1.5K

Same as attributable sessions - the total number of attributable website visits during an 8 min attribution window

TOTAL ADS

623

Number of ads broadcast to date in the campaign



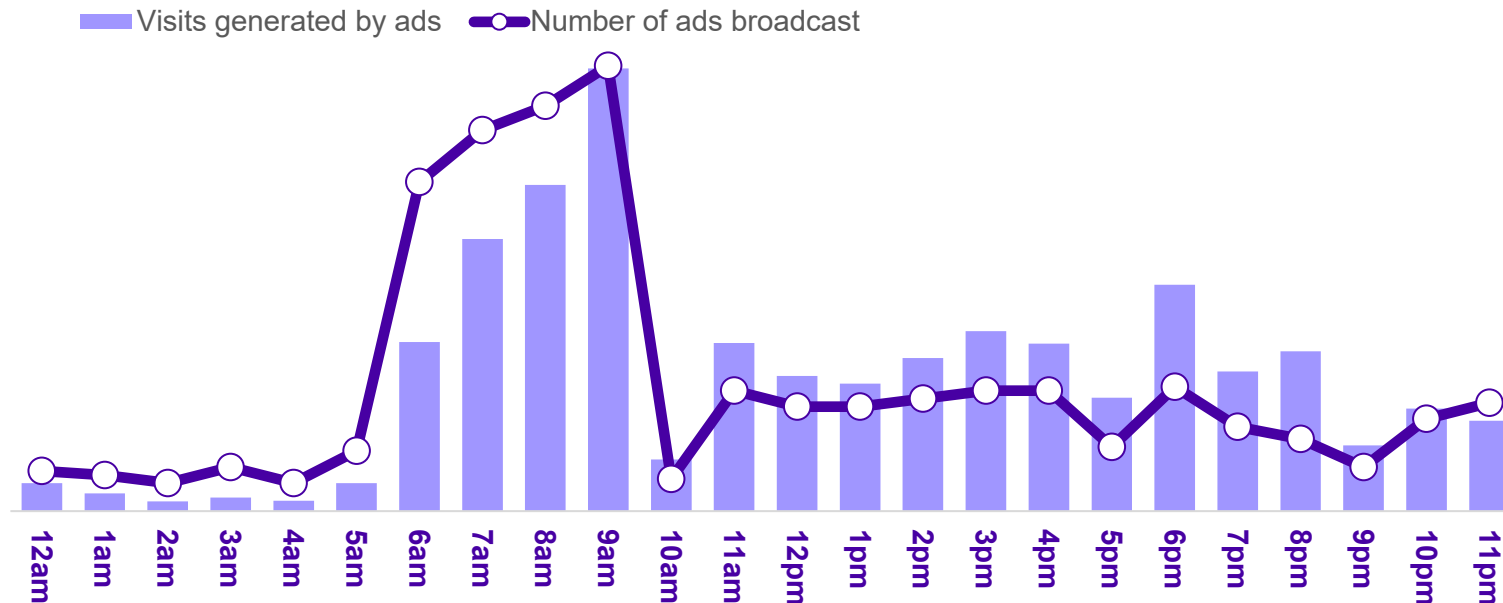
# Bauer Audio x Attribute case study

Ad category: **Consumer Electronics**

Magic | 773 ads Broadcast | 4 X Creatives

Clear correlation between when ads run throughout the day and incremental web visits

## Hours of the day: web traffic attributed to radio ads 2025



# Key findings

Lift

**17.6%**

Percentage of traffic that is attributed to the radio campaign on days that spots aired

**Daypart analysis**

**Afternoon - most visits per ad**

Afternoon shows the highest no. of ad visits per spot, while Morning and Midday have the highest number of overall visits

**Airtime analysis**

**9am/8am/7am peak visits generated by ads**

8pm/6pm/5pm are all generating the highest number of attributable website visitors



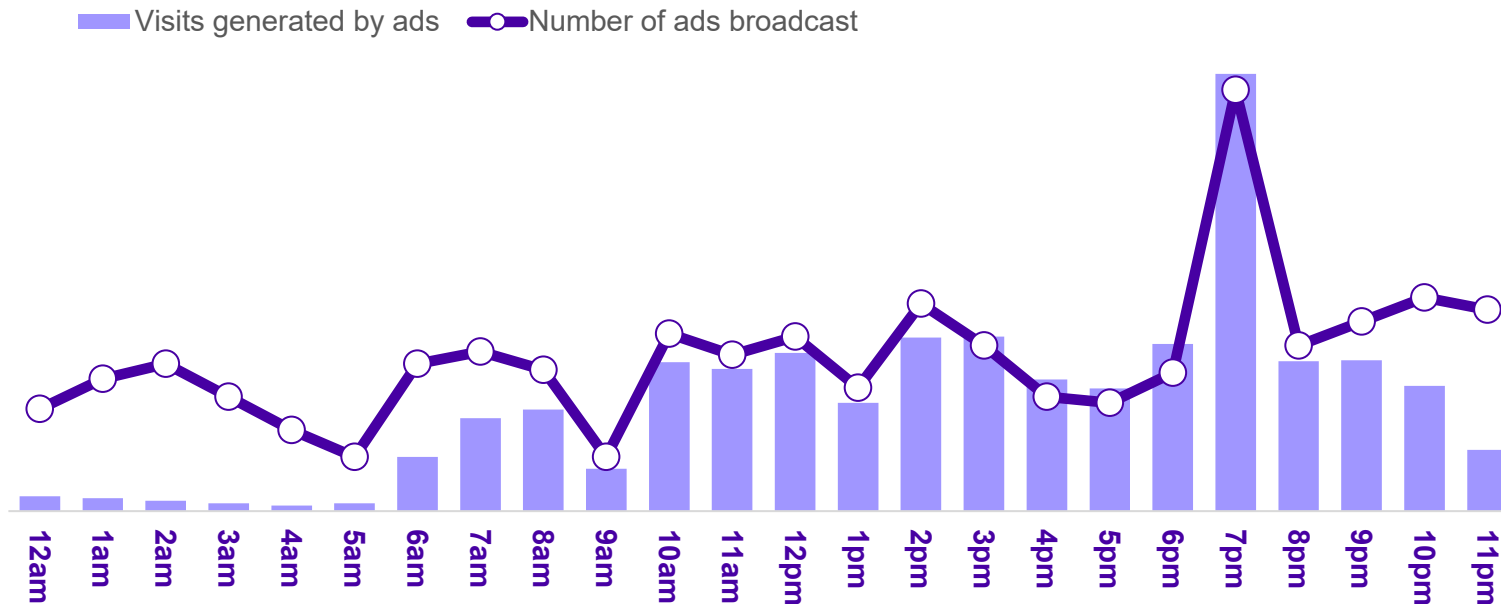
# Bauer Audio x Attribute case study

Ad category: **Recipe box delivery**

Magic & Absolute | 1,227 ads Broadcast | 5 X Creatives

Clear correlation between when ads run throughout the day and incremental web visits

## Hours of the day: web traffic attributed to radio ads 2025



# Key findings

Lift

**18.2%**

Percentage of traffic that is attributed to the radio campaign on days that spots aired

**Daypart analysis**

**Afternoon - most visits per ad**

Afternoon shows the highest no. of ad visits per spot, while Evening and Midday have the highest number of overall visits

**Airtime analysis**

**7pm/3pm/2pm peak visits generated by ads**

7pm/3pm/2pm are all generating the highest number of attributable website visitors



# Thank you

