

Don't just get found Get sought

Radio advertising and web response in Ireland



An econometric analysis of major consumer brands

20

major consumer brands

12 categories

97 weeks

24 Jun 2024 to 27 Apr 2026

Brands by category

3 General insurance

2 Retail banking

2 Grocery supermarkets

2 Residential energy supply

2 Telecommunications

3 Home/DIY/furniture retail

1 Community pharmacy retail

1 Optical and hearing-care retail

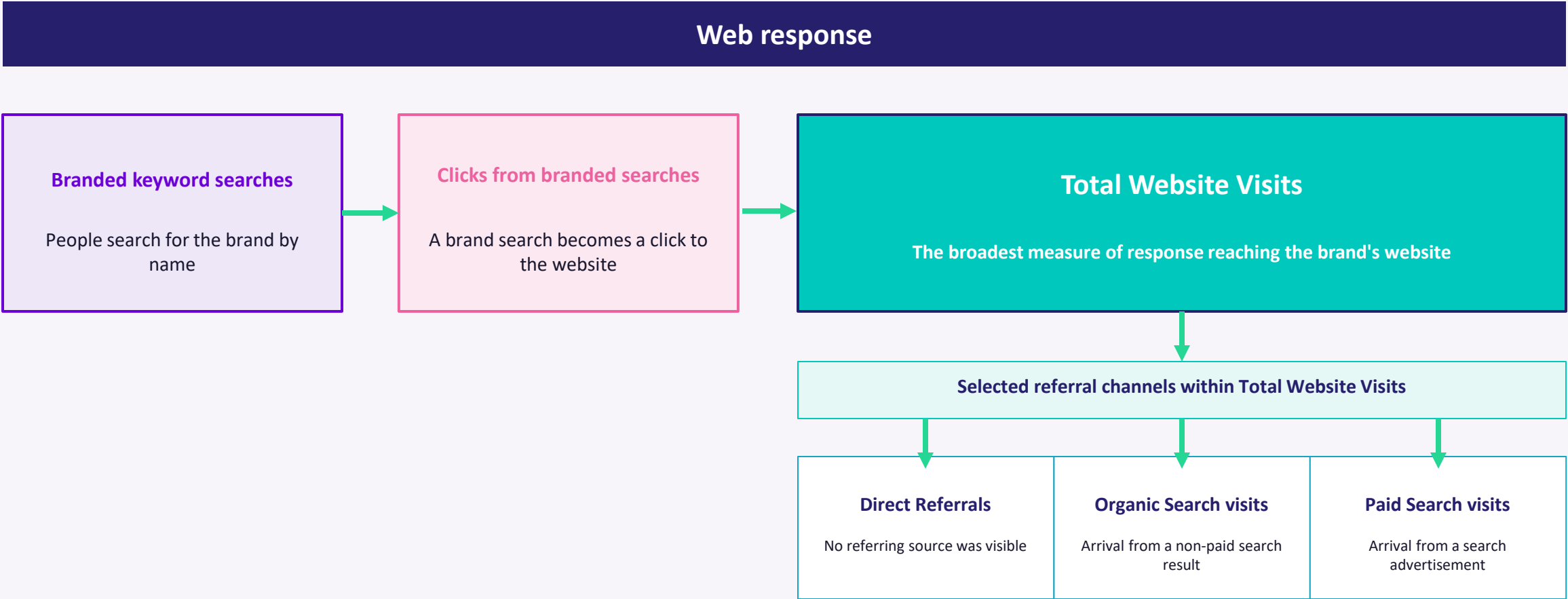
1 Irish family short-break resorts

1 Meal-kit subscriptions

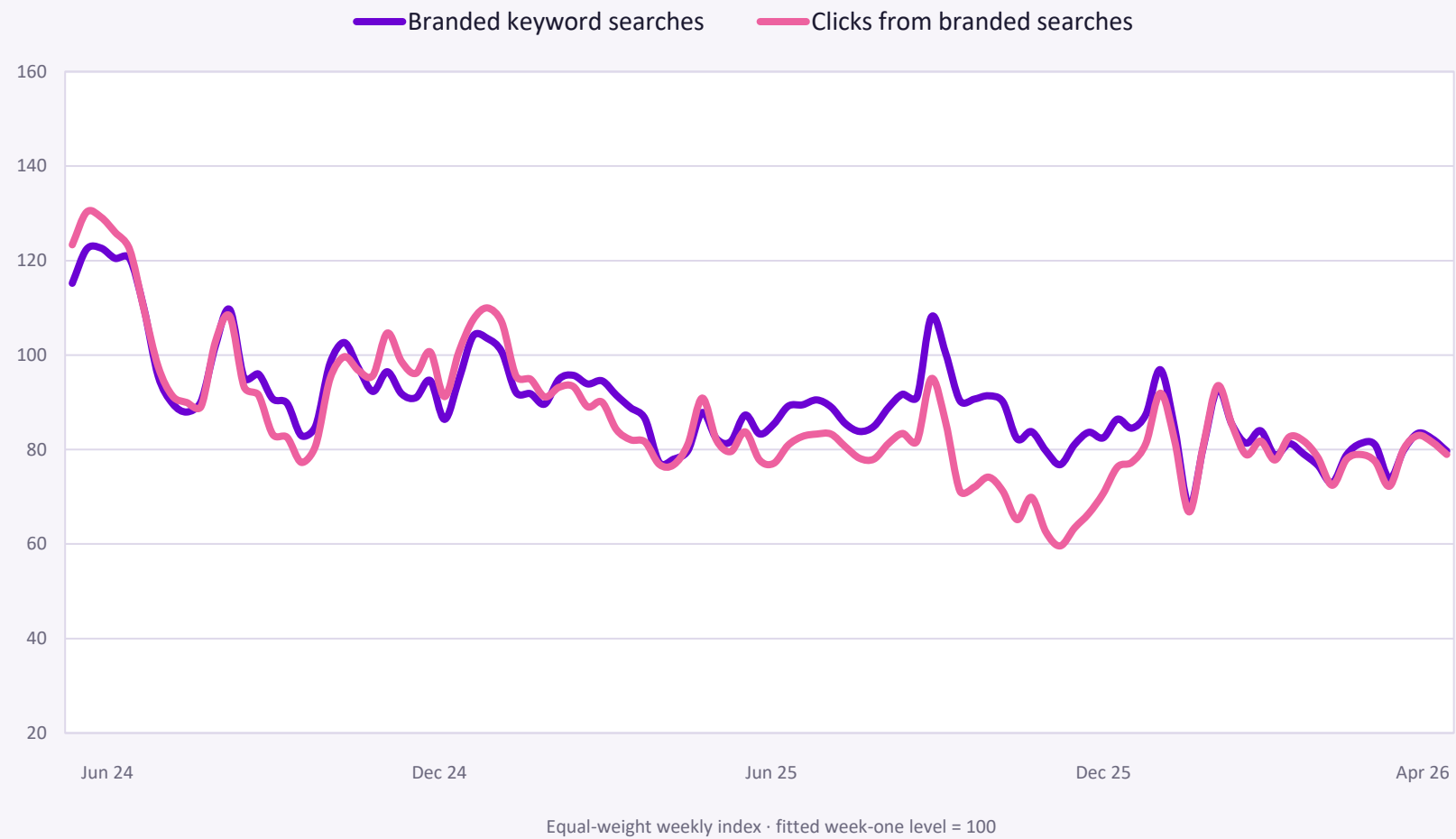
1 Subscription video streaming

1 Bundled pay-TV/video services

The study examined six connected components of web response



Brand-name searches fell for almost every brand



19 of 20

brands recorded fewer branded searches

average fitted change

-24%

18 of 20

brands recorded fewer clicks from branded searches

average fitted change

-32%

The scale of the brand-search decline surprised us

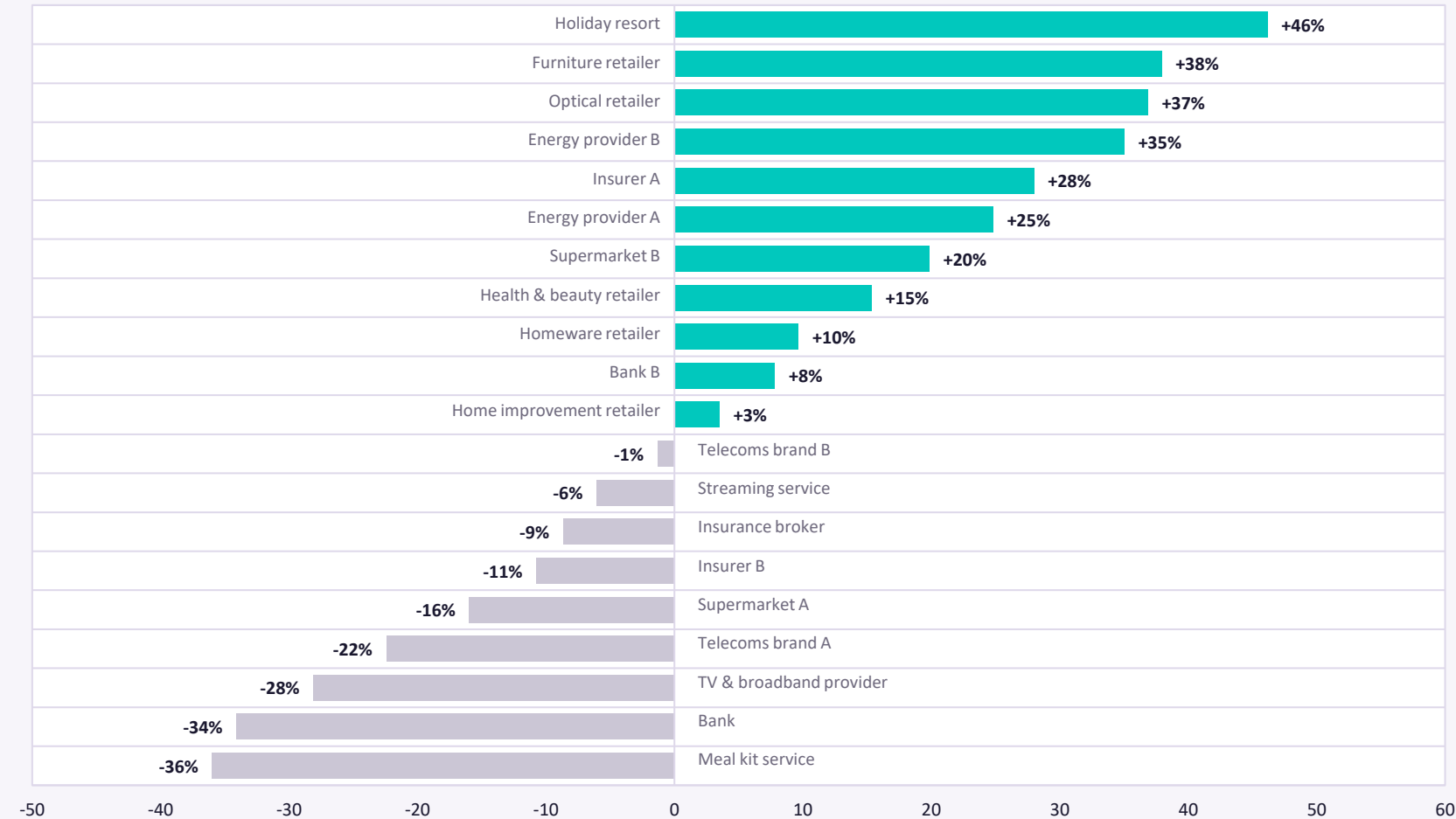
- 1 — Changes in Similarweb's data
 - 2 — AI answers and zero-click search
 - 3 — The breadth of the decline
-

None explained a decline this broad

The pattern remained

Website traffic trends told a different story

Change in Total Website Visits: two-year trend reported by Similarweb



11

websites grew

9

declined

7 of 8

categories showed rising search demand

Google Trends

People are searching more for
what they want.
And less for who they want it from



This creates a real
challenge for brands

Radio advertising was associated with web response uplifts for 16 out of 20 brands

16
of 20 brands

15 had at least one uplift that could be accurately quantified

Range of web response uplifts

5% to 51%

	Total visits	Brand searches	Branded clicks	Direct	Organic	Paid
Bank		+13%	+12%			+19%
Supermarket A				+15%		
Insurer A	+7%					
Insurer B			+32%			
Bank B	↑			+13%		
Health & beauty retailer	+5%	+5%	↑		+5%	
Energy provider A		+13%	+25%			
Holiday resort		↑				
Insurance broker	+6%					
Streaming service						
Energy provider B						
Meal kit service	+13%					
Homeware retailer	↑				+5%	
Furniture retailer						
TV & broadband provider	↑					+20%
Optical retailer			+46%			
Supermarket B		+9%	↑			
Telecoms brand A		+15%				+51%
Telecoms brand B	↑	+7%	+8%			
Home improvement retailer						



Sources: Nielsen Ad Intel and Similarweb; Colourtext econometric analysis. Component counts overlap within brands. Percentages are individual results, not a pooled uplift.



Radio advertising was associated with uplifts in Total Website Visits during both good times and bad

8

brands

4 rising long-term trends

4 declining long-term trends

The link appeared in good times and bad

Insurer

Two-year traffic trend

+28%

Radio activity +27%

Uplift: Total Website Visits

+7%

Insurance broker

Two-year traffic trend

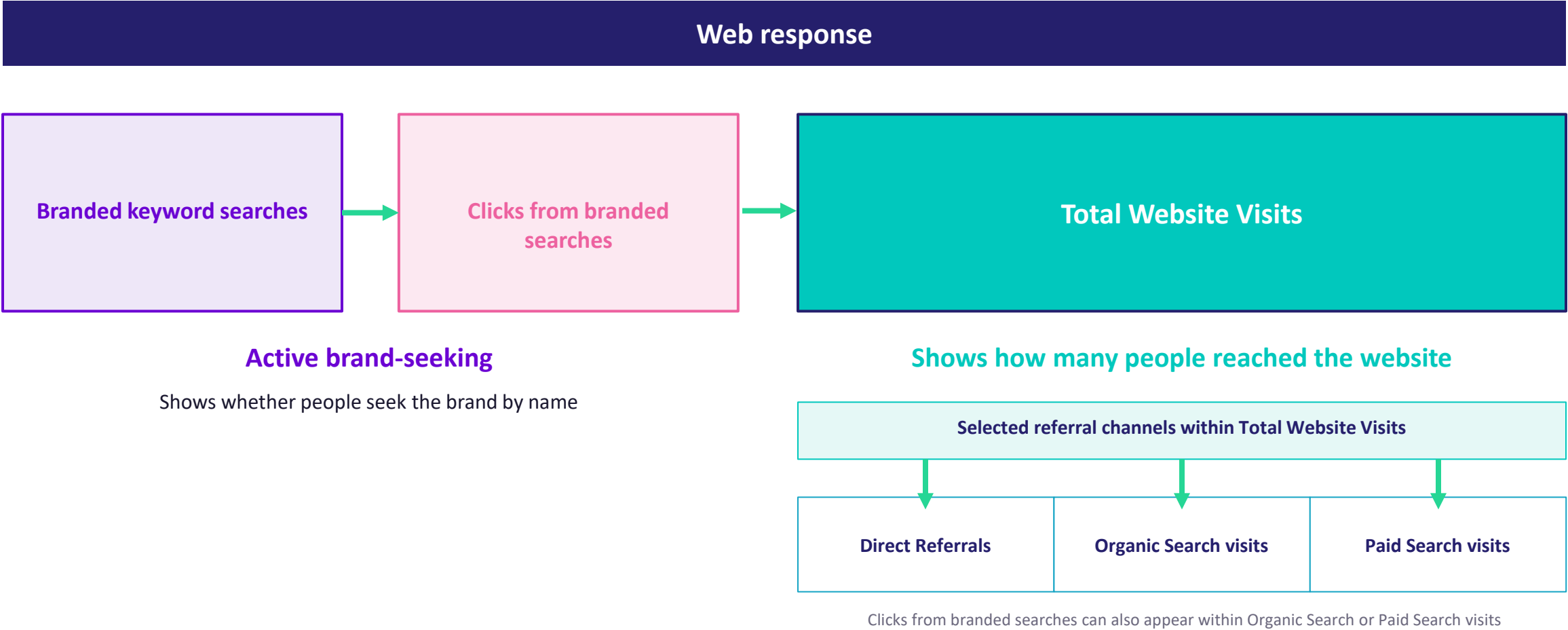
-9%

Radio activity +40%

Uplift: Total Website Visits

+6%

Total Website Visits is not the whole story



Radio advertising was associated with stronger active brand-seeking

9 different brands

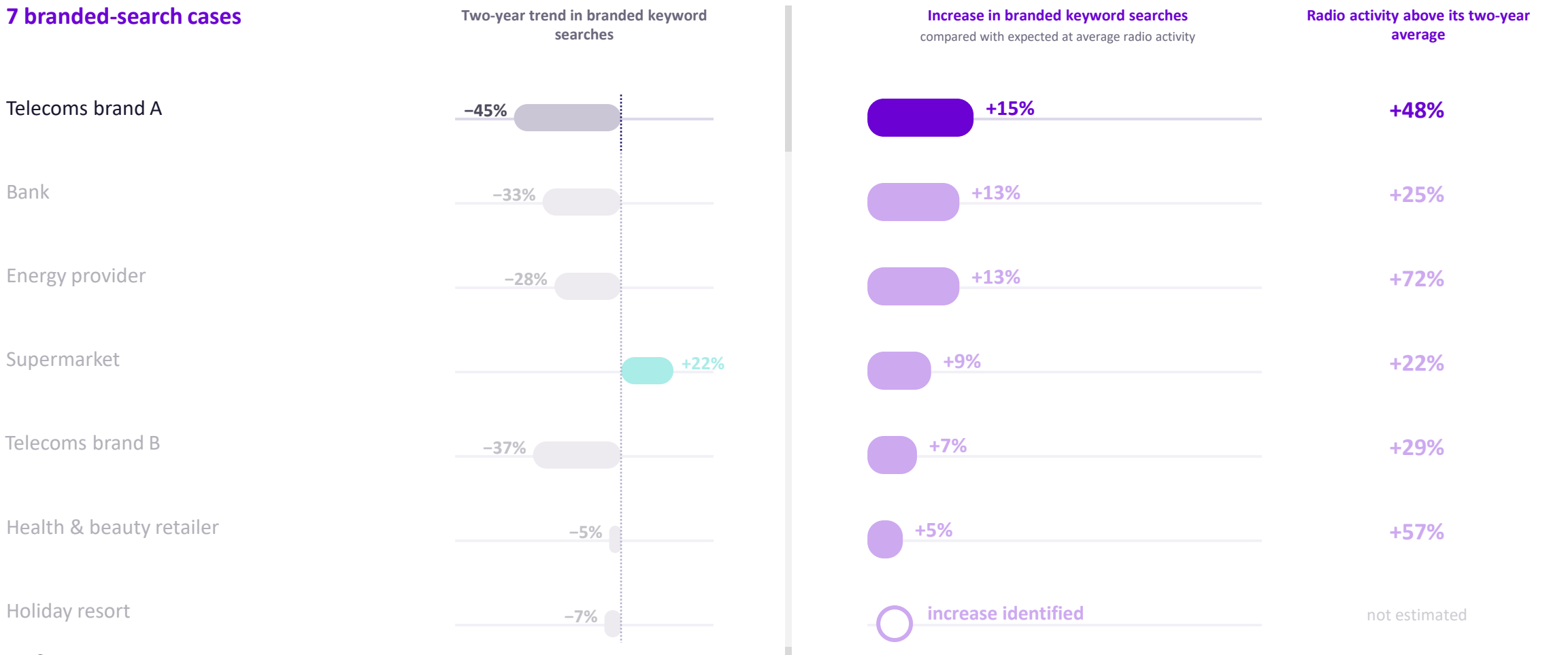
7 branded-search cases

7 branded-click cases

Brand	Branded searches	Branded clicks
Telecoms brand A		
Bank		
Energy provider		
Supermarket		
Telecoms brand B		
Health & beauty retailer		
Holiday resort		
Insurer		
Optical retailer		

Radio advertising was associated with increased branded keyword searches

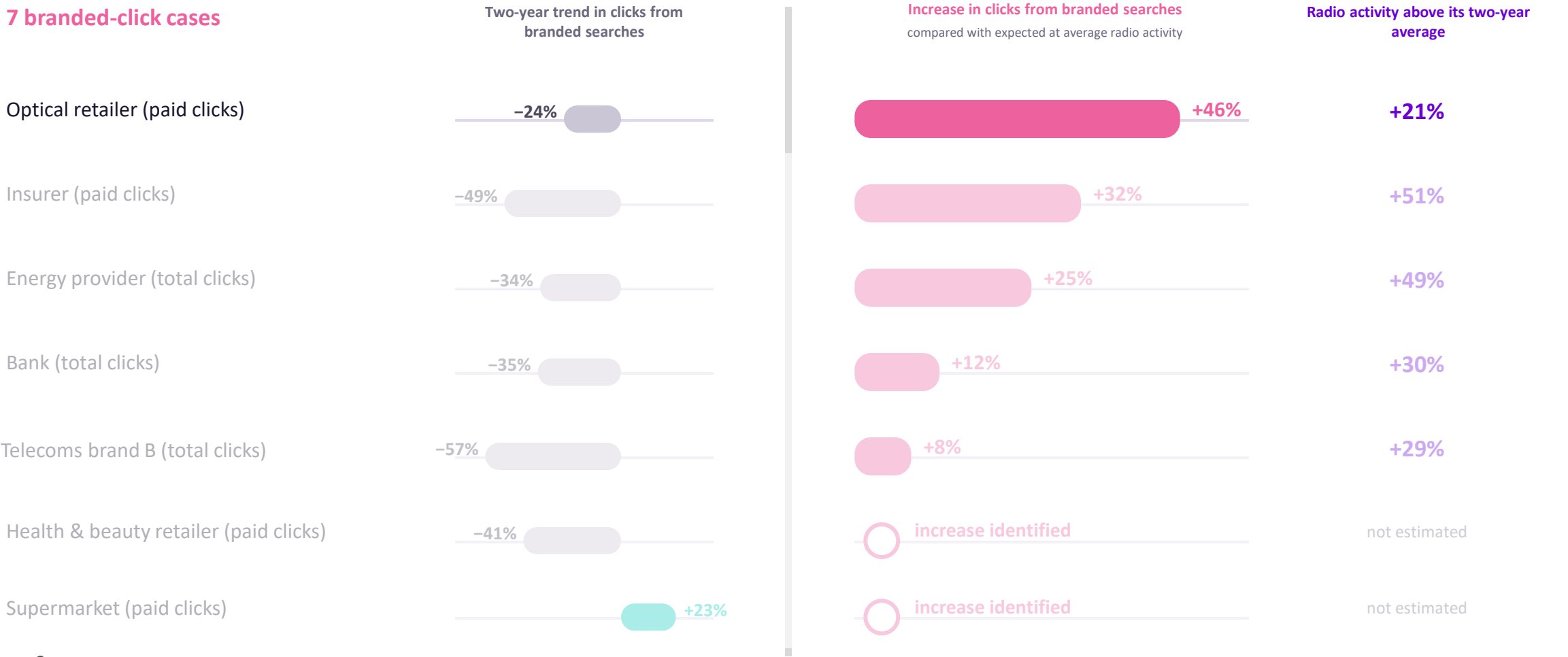
7 branded-search cases



Sources: Nielsen Ad Intel and Similarweb; Colourtext analysis. Six quantified cases range from 5% to 15%; one further increase was direction-only.

Radio advertising was associated with an uplift in clicks from branded searches

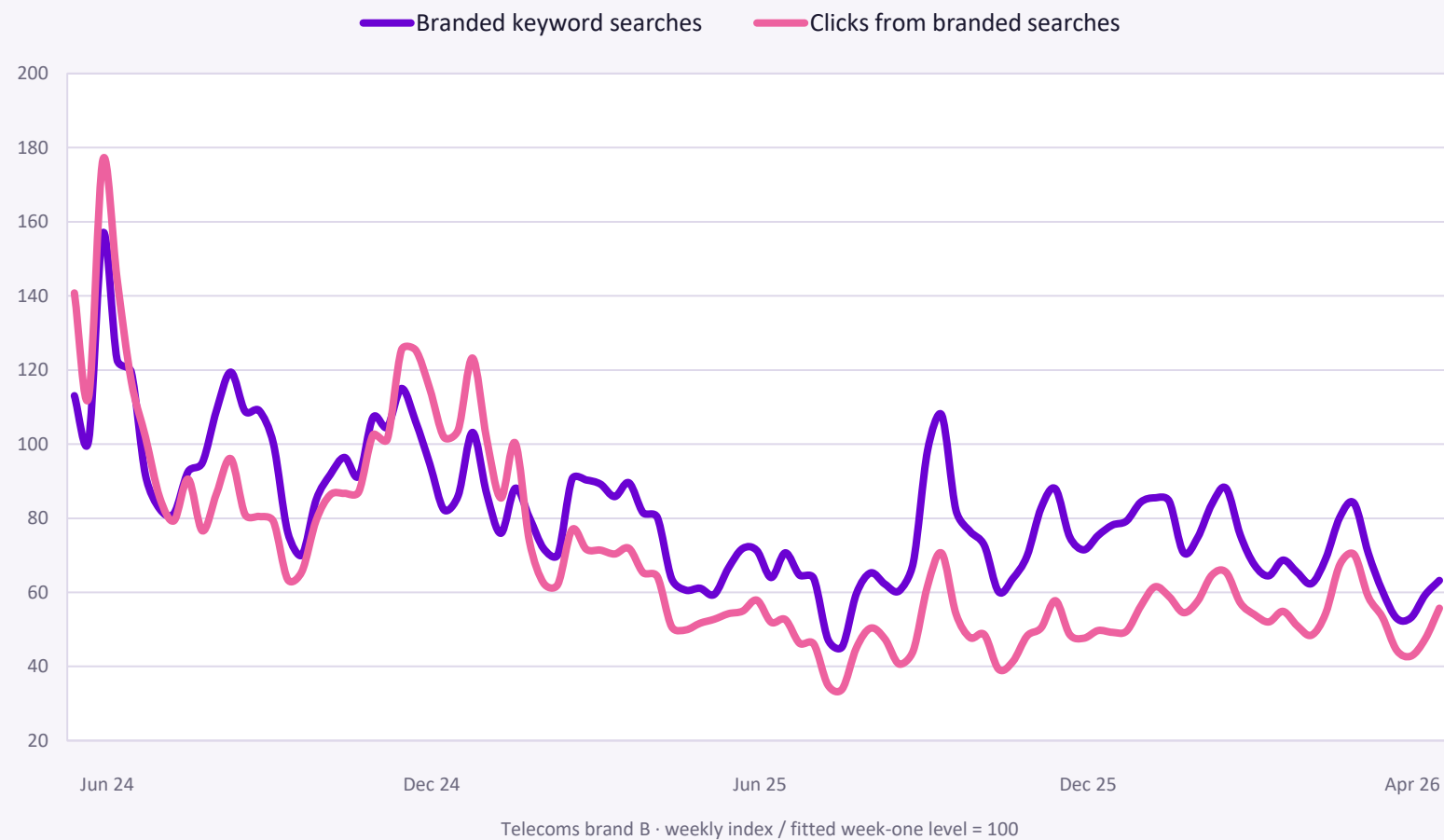
7 branded-click cases



Sources: Nielsen Ad Intel and Similarweb; Colourtext analysis. Total-click and paid-click measures remain labelled separately. Two cases were direction-only.



For one telecoms brand, both searches and clicks were stronger when radio activity was above average



branded searches branded-search clicks

-37% **-57%**

over two years

When radio activity was 29% above its two-year average

branded searches branded-search clicks

+7% **+8%**

compared with expected at average radio activity



Sources: Nielsen Ad Intel and Similarweb; Colourtext analysis. Radio did not reverse the longer-term declines.



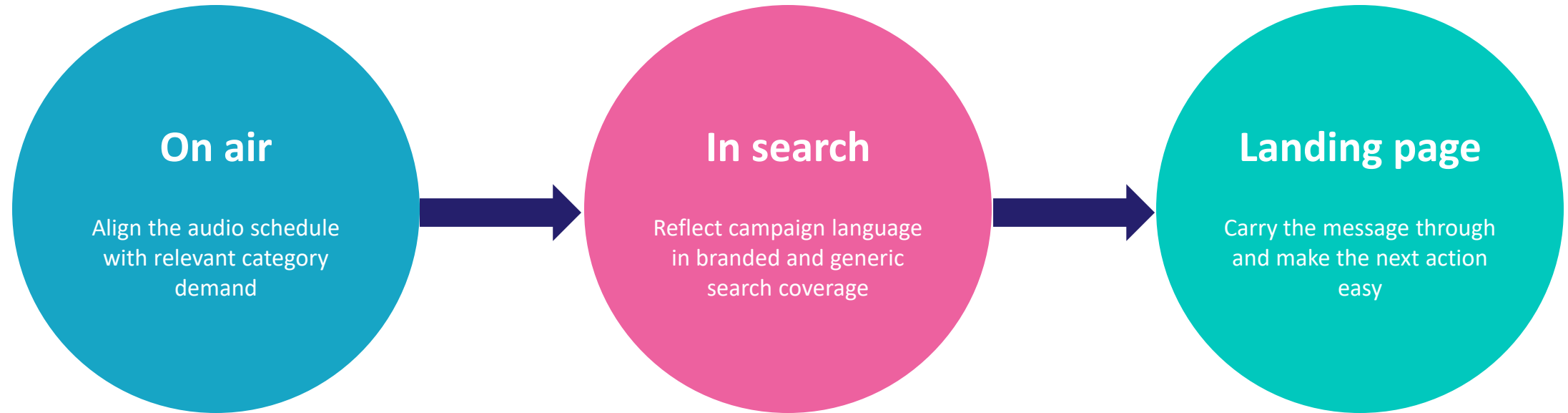
It's called **The Google Tax**

Audio, search and websites should be planned as one connected demand system



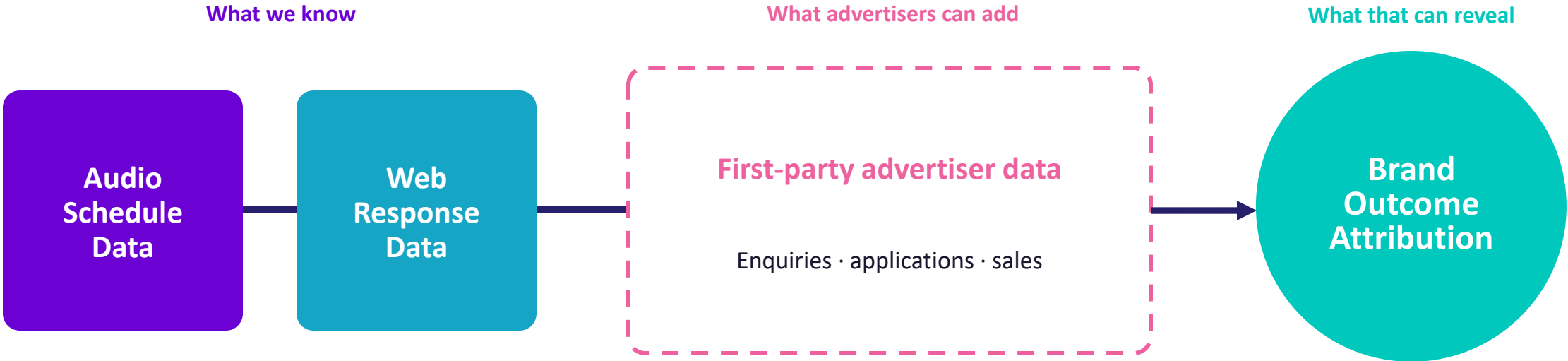
Plan the three activities together.
Measure them against the campaign's purpose.

The campaign should join up on air, in search and on the landing page



Measure the web-response component closest to the campaign's objective

The next opportunity is to connect web response with commercial brand outcomes



A stronger estimate of audio's incremental contribution and its value in euros

Summary findings from the study

1

19/20

Brand-name search declined across almost the entire study group

Branded search fell by 24% on average
Branded clicks fell by 32% on average

2

16/20

Radio advertising was associated with increased web response

Web response uplifts of 5% to 51%

3

8

Radio advertising was associated with more Total Website Visits

In good times and bad

4

9

Nine brands recorded stronger active brand-seeking

Branded search up 5% to 15%
Branded clicks up 8% to 46%



**Is our media investment doing enough to
make our brand the one consumers
actively seek or choose?**