



SnipIT Case Study

Executive Summary

SnipIT makes radio interactive and this case study demonstrates that listeners use it at a rate more than double the typical banner advertisement.

Introduction

Hyran Media Services is the creator of SnipIT™, a convenient way for listeners to seek additional information about the songs and advertisements they hear on the radio. Listeners send a text message (SMS) to SnipIT (764748) with the radio station's call letters and within seconds receive a response that lists the names of the most recent songs and advertisements played by the station. Listeners reply with the letter corresponding to the advertiser or song that interests them and automatically receive either additional information about the advertiser or a link to iTunes where they may purchase the song. SnipIT users may also choose to register an e-mail address to which SnipIT will also send its responses (with full .html capabilities). SnipIT is available to all 233 million subscribers of every wireless carrier in the United States.

Methodology

Hyran Media ran an advertising campaign on Seattle radio station KBKS-FM (a.k.a. KISS-FM) featuring a single spot encouraging listeners to seek additional information about songs played on the radio. The campaign consisted of two, three-week phases. The first phase began March 26, 2008. The spot aired eight to nine times daily, Wednesday through Sunday and evenly spaced between daytime and evening hours. No spots ran during the week of April 16. The second phase began April 23 with spots airing with the same frequency and schedule.

Listeners sending a text message to SnipIT during phase one would receive a list of the most recent songs played. The lists sent to listeners during the second phase would also include advertiser names, although the spot remained the same (i.e. no reference to advertisers). KBKS-FM elected to provide names for only 49 of the approximately 200 advertisers that run spots on its station in a typical day. The corresponding advertiser name would be included in the list when the cart identification matched the station log. SnipIt randomly placed one of the 49 advertisers in the list when no match occurred.

The cume (unique persons hearing each ad) and total weekly reach were an estimated 180,000 and 232,000 respectively.

Results

SnipIT would receive 8,891 text messages between March 26 and the end of the promotion, including a remarkable 1,154 text messages in the first week alone. The average number of texts from listeners each week would be 1,481, including the one-week break between phases when no promotional spots would air. The weekly average represents a click-through rate (CTR) of 0.64 percent or greater than 2.5 times the average CTR of banner ads¹ based on the 232,000 impressions made. Discounting listener errors, SnipIT sent 6,524 lists for a net weekly response rate or CTR of 0.47 percent.

SnipIT sent 3,108 lists during the second phase that included both song and advertiser information. It would also fulfill 147 requests for additional advertiser information representing a CTR of (coincidentally) 4.7 percent or more than 20 times the average for a banner advertisement.

The request rate rose on days that spots aired and during consecutive weeks, but requests continued throughout the week without promotion at a rate of approximately 20 percent.

The rate of advertiser selection was significantly higher during the first few days of phase two when the advertiser information provided by KBKS-FM corresponded at a higher rate with ads running on-air.

The volume of text messages received by SnipIT also rose significantly during the evening hours between 6 p.m. and midnight. Ad selection during the second phase followed a similar pattern with a noticeable mid-day spike near noon or lunchtime.

Conclusions

The volume of texts sent to SnipIT confirms the value of song information, and the interactive communication provides a unique advertiser opportunity. **More significantly, this test proves that radio listeners will request additional information about SnipIT advertisers at more than 20 times that the rate of banner ads.**

These response rate are conservative and will increase once the promotion reaffirms that ad information is available via SnipIT and once the ads shown match all the on air ads.

Radio stations also benefit from metrics that SnipIT can provides about listener preferences. Rankings of inquiries about songs suggest their popularity among listeners. Advertisers benefit similarly by examining the overall response rate to their ads as well as how that rate may have varied during different times of the day.

For more information on SnipIT, please visit us online at www.SnipIT.com.

¹ Holahan, C. Hof, D. So Many Ads, So Few Clicks. *BusinessWeek*. Nov. 12, 2007. Available online at: http://www.businessweek.com/magazine/content/07_46/b4058053.htm.