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Radio

Broad reach, high frequency, low CPM

Learn More

The largest privately-held audio agency in the US marketplace

Radio advertising is the most effective way to achieve broad reach and high frequency at an efficient CPM. According to Nielson, radio alone reaches 93% of the US population. And because audio advertising allows for the fastest turnaround, you can start generating responses in as little as a day. BMG360's creative team makes optimizations in real-time, delivering campaign performance insight and efficiency.

Various format and programming opportunities

Diversity of programming across Local Broadcast, National Networks, Host Endorsement, and Unwired Networks affords advertisers niche channels to zero in on narrow target groups.

Reach the right audience

Daypart mix testing, syndicated versus non-syndicated programming, host endorsement, and sponsorships allow us to hone in on the most relevant audience.

Measurement and attribution methods

Incorporate a variety of CTAs (think: call, text, and promo codes). Using a multitude of tried and true measurement tools – Nielsen, Kantar, iSpot, and our marketing intelligence platform – we get real-time visibility into campaign performance.

Testing and optimization

Incremental and brand lift studies quantify impact using brand awareness, favorability, and purchase intent, while reporting capabilities and flexibility allow for real-time optimization.

Creative that converts

BMG360's SAG/AFTRA-Licensed in-house creative studio means audio creative is launched with speed to market and efficiency, and consistently tested and optimized for effectiveness.

Efficiency meets reach

Radio advertising is the most efficient way to reach a wide audience. According to Nielson, radio alone reaches 93% of the US population.

See our work

Dive into our case studies and see how we've helped clients grow their business with lasting results.

All case studies

Cash-Back App

Using a multi-channel audio strategy and creative optimized for unique target audiences, we grew our client's market footprint by 350% with a 950% increase in app signups

Learn more
National Telemedicine Provider

Match-back Analysis Shows 30% More Directly Attributable Sales Across 25K Initial Text Responses in Radio and Text CTA Campaign

Learn more
Fitness Education

Using creative optimization and audio and digital channels, we drove a 40% conversion rate increase and a 10x increase in annual revenue

Learn more
Home Healthcare

Boosting conversion rates by 300% with radio, direct mail, and CTV for leading US healthcare client

Learn more
Industrial Building Supplier

Increasing lead volume by 50% for a major steel building supplier

Learn more
We're here to help you grow your business.

Whether you have something specific in mind or just want to learn more about our services, we'd love to hear from you.

A member of our team will contact you within 24 hours.

Maureen G.

Ken S.

Tanner M

Name*

Email*

Job Title

Company

Phone Number

What can we do for you?*

Spark your business growth.

Services

Performance Creative

CTV/OTT

Television

Radio

Digital Audio

Programmatic

Paid Search

Paid Social

Direct Mail

Sponsored Content

CRO

Out of Home

SEO

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