

AUDIO

IN CANADA
HAS

ATTRIBUTION





radioGAUGE is an ad effectiveness measuring tool designed to help advertisers and agencies understand & evaluate radio campaigns.

Consumers are 57% more likely to strongly agree that they would consider buying the brand being advertised.

DEMONSTRATING HOW AUDIO DRIVES RESULTS





**AnalyticOwl is an attribution
and analytics platform
dedicated to tracking broadcast
media. Tracking website traffic
pre, during and post campaign.**

Overall average lift in website traffic = 11%.

DEMONSTRATING HOW AUDIO DRIVES RESULTS





OutPoint

OutPoint is an automated media mix modeling (MMM) platform that empowers high-growth brands to grow revenue and reduce wasted spend.

DEMONSTRATING HOW AUDIO DRIVES RESULTS





BRAINSIGHTS

**Brainsights is a world leader
in neuro-marketing that
measures and analyses human
reactions to advertising
through EEG technology.**

**Audio stimulus is just as powerful as TV or
digital video and great at encoding.**

DEMONSTRATING HOW AUDIO DRIVES RESULTS



ArtsAI is an AI-driven audio tool for marketers, media agencies across podcasts, streaming audio, and broadcasts.

DEMONSTRATING HOW AUDIO DRIVES RESULTS



AUDIO ATTRIBUTION TOOLS AVAILABLE

**CONTACT YOUR CBS
ACCOUNT EXECUTIVE TO
FIND OUT HOW TO BEST
MEASURE YOUR NEXT
AUDIO CAMPAIGN**

c.b.s.