# LeadsRx

RADIO CARES feeding AMERICA

In support of the **2020 Feeding America Emergency Radiothon, LeadsRx™** is proud to have been selected to help with impartial multi-touch attribution. During the event, we performed attribution in real-time to help spur activity and friendly competition among the more than 10,000 radio stations that participated. Post-event, we analyzed attribution models to provide useful insights we hope make next year's event even stronger.
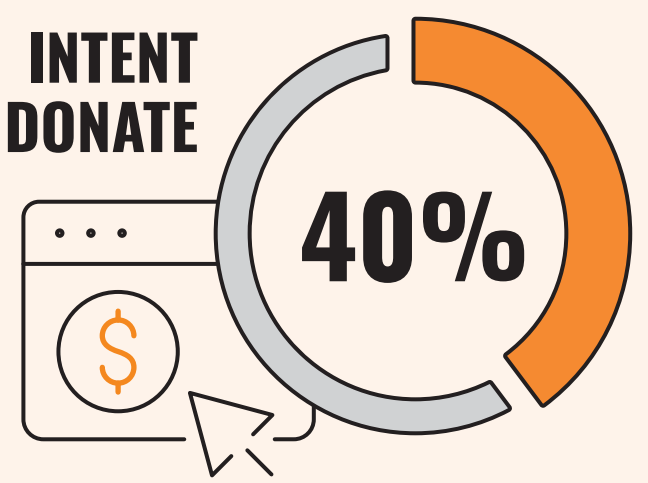
5 MILLION MEALS PROVIDED TO AMERICANS LIVING WITH HUNGER

$500,146 RAISED
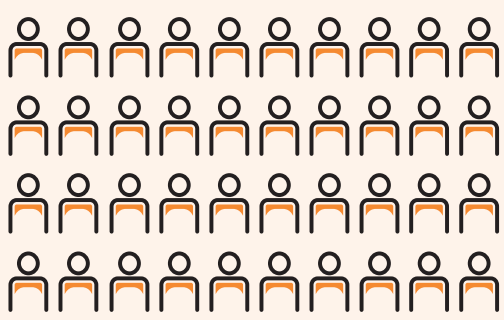
13,000 VISITORS TO RADIOCARES.ORG

INTENT TO DONATE 40%

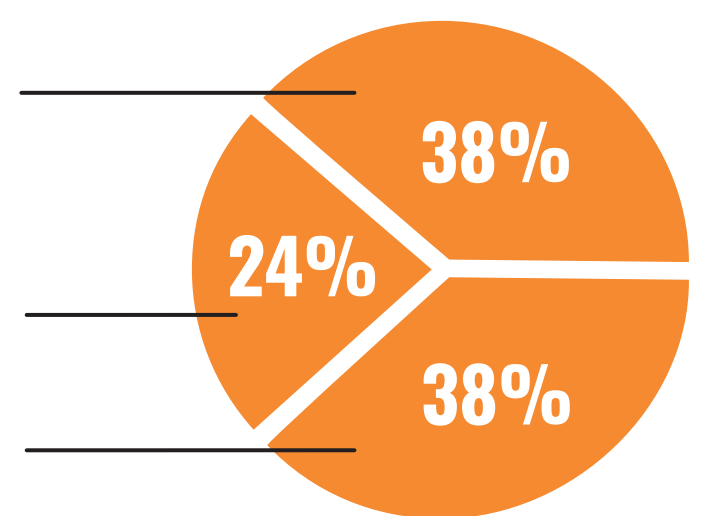## MARKETING CHANNELS ATTRIBUTED WITH SUCCESS:

- STATION WEBSITE DISPLAY ADS — **38%**
- SOCIAL REFERRAL — **24%**
- ORGANIC SEARCH — **38%**

TOP 3 CONTRIBUTORS:

- NEW COUNTRY 96.3
- KIDD KRADDICK MORNING SHOW
- Hippie radio 94.5

TOP 3 CONVERSION RATES:
Stations delivering people who were more likely to donate

- **79%** Bob FM 96.9 Pittsburgh
- **73%** New Country 96.3 Dallas
- **55%** Hippie Radio 94.5 Nashville
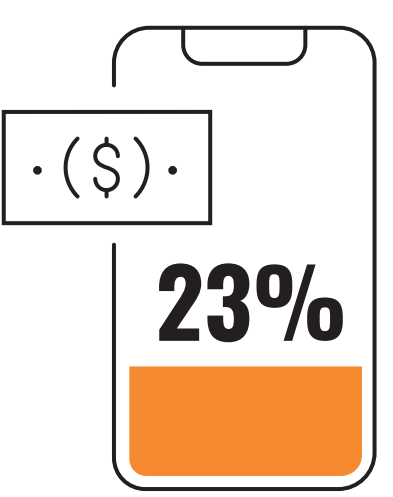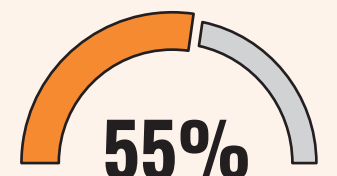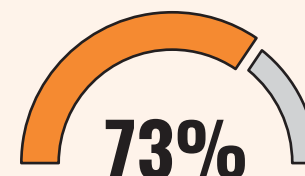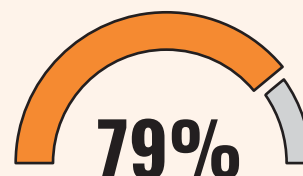
23% SOCIAL REFERRALS SHOWING INTENT TO DONATE
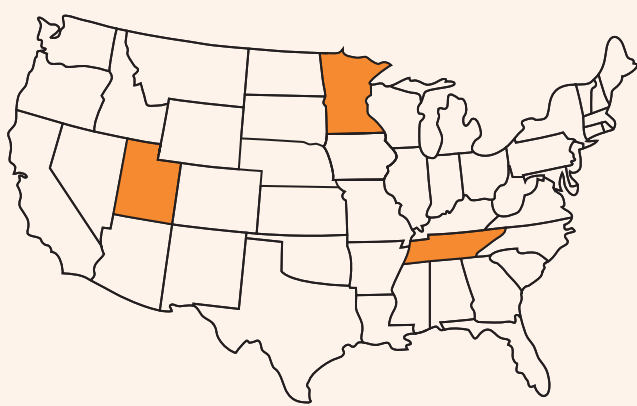
Facebook #1
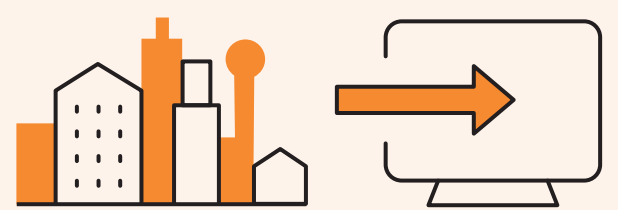
States more likely to donate:
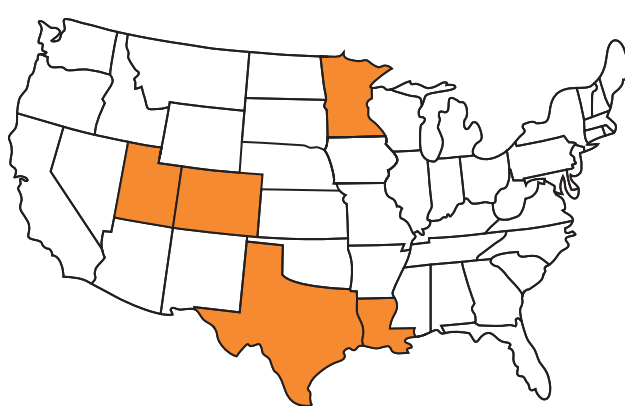
1. UTAH
2. COLORADO
3. LOUISIANA
4. MINNESOTA
5. TEXAS

States where the 18+ population was more likely to donate:
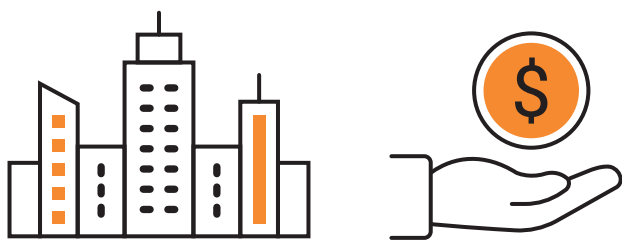
1. MINNESOTA
2. UTAH
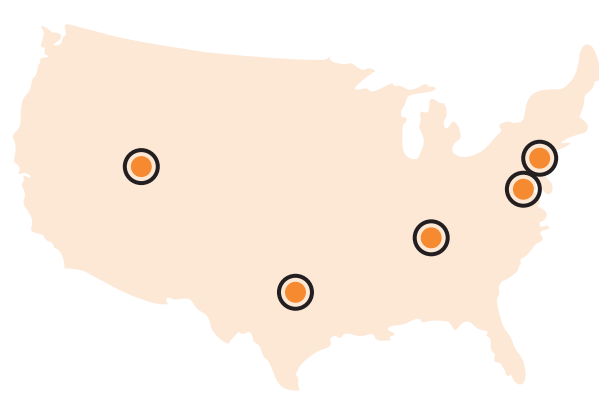3. TENNESSEE

KNOXVILLE, TN METRO AREA
Delivered the most people to the landing page

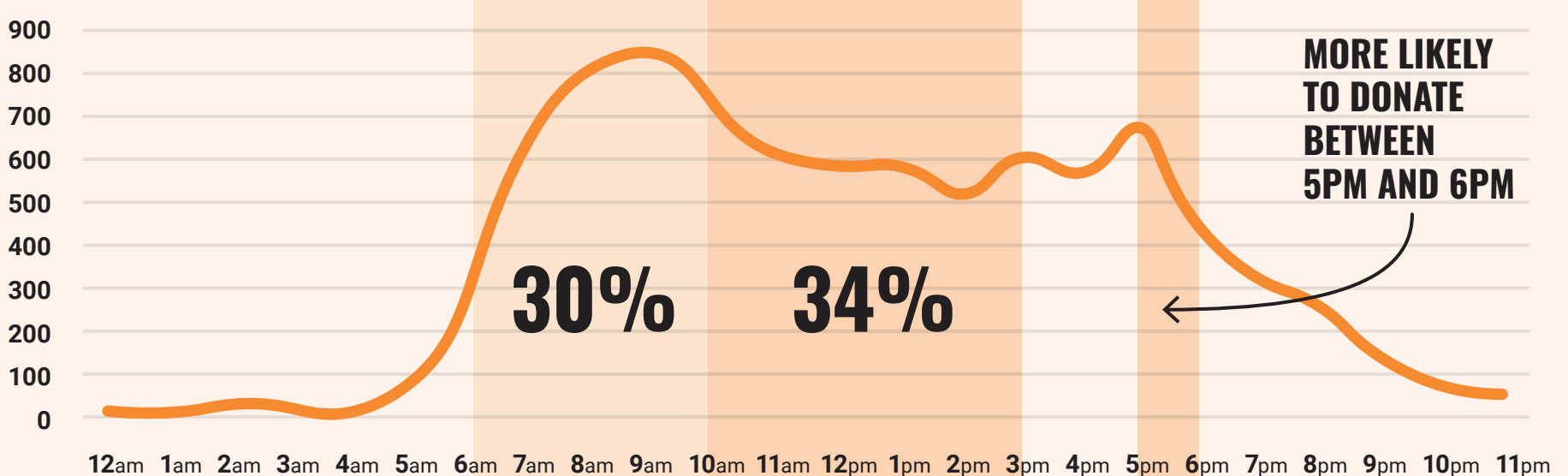## Top metro areas for donations:

MINNEAPOLIS-ST. PAUL WASHINGTON DC & NASHVILLE

Metro areas more likely to donate:

1. SALT LAKE CITY
2. PHILADELPHIA
3. WASHINGTON DC
4. FORT WORTH
5. NASHVILLE

DONATIONS PER HOUR:

30% **34%**

MORE LIKELY TO DONATE BETWEEN 5PM AND 6PM

12am 1am 2am 3am 4am 5am 6am 7am 8am 9am 10am 11am 12pm 1pm 2pm 3pm 4pm 5pm 6pm 7pm 8pm 9pm 10pm 11pm

LeadsRx
Impartial Multi-Touch Attribution