



XTRA XTRA!

MAY 2019

Read time: 3 minutes

HELLO!

Welcome to the latest issue of Xtra Xtra!, your update on all things RRAMS related.

In this issue, we're very excited to announce the latest development in RRAMS reporting... Reach & Frequency. Thanks to the very hard work of Milton Data, Walk Creative and the CRA Research Committee, these reports are now available in the industry's Gold standard reporting software Frequency. Read more about it in the feature below.

We love getting feedback from our readers so please be sure to contact us with any suggestions or questions you have about what you've read or what you'd like to know more about to hello@xtrainsights.com, or reply to this email.



Bethaney Lawler
HEAD OF RADIO AUDIENCE MEASUREMENT

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Regional radio advertisers get R&F tool

Xtra Insights and CRA worked with Milton Data and Walk Creative to develop the much-anticipated service that provides media buyers with information that has only previously been available for the metropolitan markets.

Using sophisticated modelling and data from more than 80 regional radio surveys conducted in 51 markets, agencies can calculate optimal reach and frequency combinations for their advertising campaigns.

Reach and Frequency are the most important measures used in radio as they allow stations and the advertising community to estimate how many listeners have heard an advertising campaign.

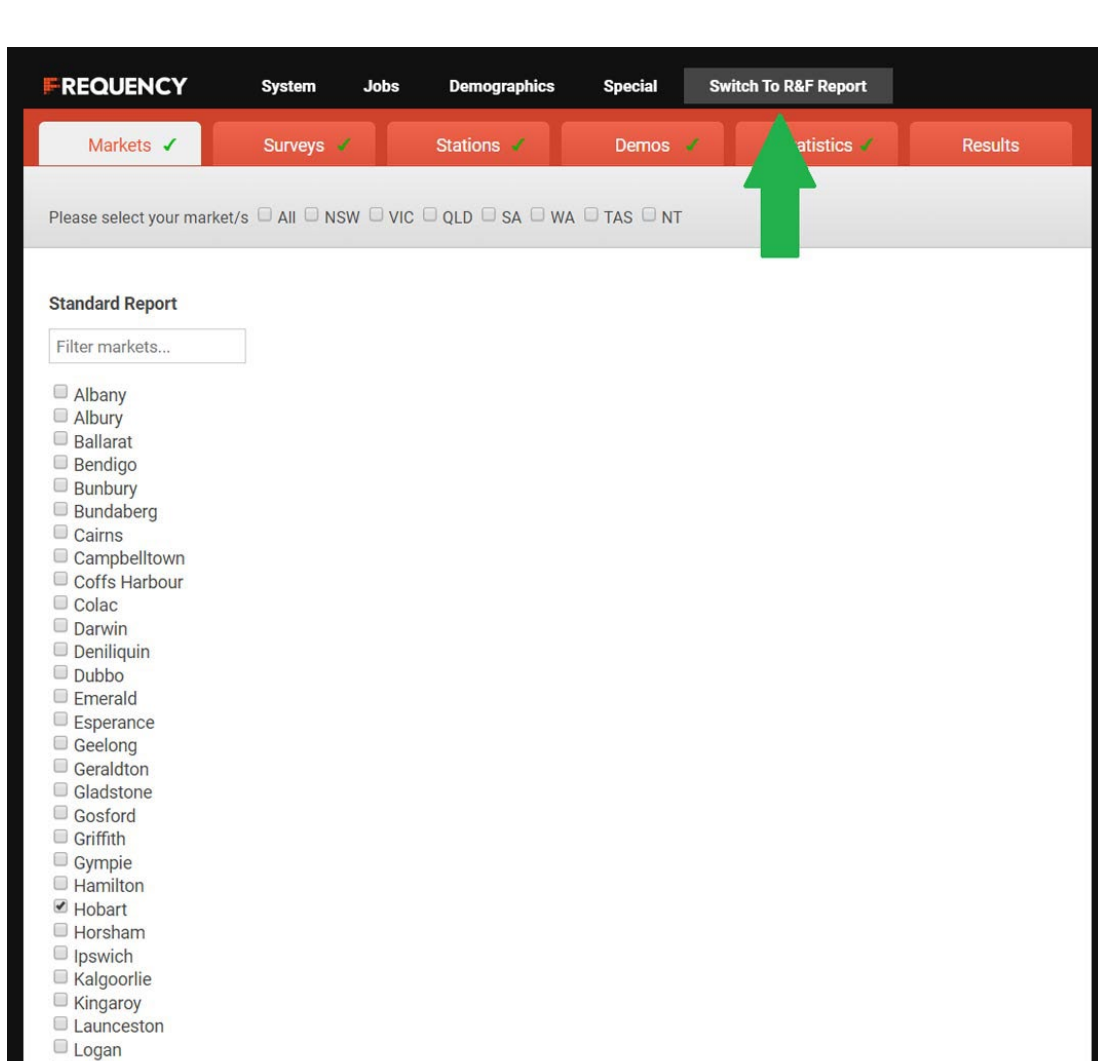
Advertisers targeting regional Australians on radio will, for the first time, have access to this essential tool within the Frequency software system.

Some of the information available to advertisers includes:

- different station combinations & the impact on reach
- effective budget allocations by session/day part
- how additional spend may increase reach

It's fantastic to see this methodology continue to evolve and meet the needs of the industry and its stakeholders.

Frequency Top Tip



The Reach & Frequency tool can be easily accessed by selecting 'Switch to R&F Report' on the top right of the menu bar.

Wise Words



Your most unhappy customers are your greatest source of learning.

— BILL GATES

Upcoming RRAMS

- **WARRNAMBOOL, VIC**
- **CENTRAL QUEENSLAND, QLD**
- **DUBBO, NSW**
- **ORANGE, NSW**
- **GYMPIE, QLD**
- **SUNSHINE COAST, QLD**
- **CAIRNS, QLD**

Completed RRAMS

Q1/Q2 2019

MT GAMBIER, SA

[View Report](#)

GRIFFITH, NSW

[View Report](#)

WAGGA WAGGA, NSW

[View Report](#)

MANDURAH, WA

[View Report](#)

COFFS HARBOUR, NSW

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BROOME/ PORT HEDLAND, WA

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