

# Proven Success: The Radio Group Case Study

A recent partnership with a major U.S. radio group demonstrates the power of the iMAR model. The group committed one minute of undervalued airtime per day and, in return, generated \$4.5 million in new advertiser commitments.

This was achieved through a multi-tiered portfolio of experiences designed to align with different levels of advertiser investment:


TIER	MINIMUM ADVERTISER SPEND LIFT	EXAMPLE EXPERIENCES
Platinum	\$250,000+	Oscars, World Cup, Elite golf experiences
Gold	\$150,000+	World Cup VIP, High-end culinary itineraries across Asia
Silver	\$100,000+	Music, sports, and luxury travel packages
Bronze	\$50,000+	Regional getaways, curated lifestyle experiences

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## Experience Highlights

### Roll out the Red Carpet

PLATINUM



Experience the glamour of Hollywood at the Oscars! Step into the spotlight for celebrity Oscars viewing, where you'll be surrounded by stars as they celebrate cinematic excellence. After the ceremony, continue the evening at an unforgettable afterparty, mingling with the elite of the film industry.

### Winter Olympics VIP

GOLD



Dive into the exhilarating world of winter sports at the Winter Olympics! Celebrate the unity and athleticism of global champions as you witness two thrilling events of your choice firsthand with VIP hospitality.

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### South Africa Safari

SILVER



*Embark on an unforgettable safari adventure in South Africa, where luxury and the wild harmonize. Settle into your 5-star accommodation in Cape Town and journey out on private game drives to explore the stunning landscapes and diverse wildlife.*

### Napa Valley Getaway

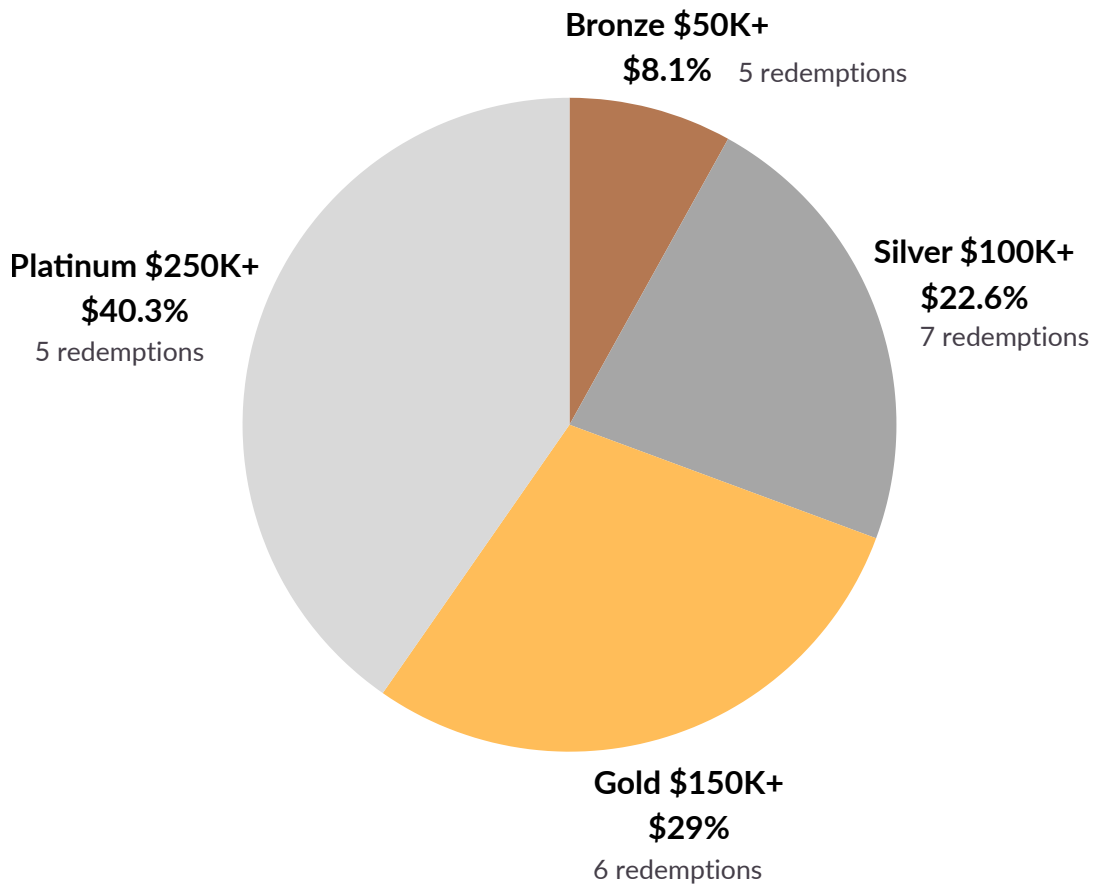
BRONZE



*Immerse yourself in the elegance of Napa Valley, where rolling vineyards and world-renowned wineries invite you to relax and indulge. Enjoy private wine tastings, gourmet meals, and picturesque vineyard views.*

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## Revenue Distribution by Tier (23 Total Redemptions)



Total Revenue Generated

**\$4.5M**

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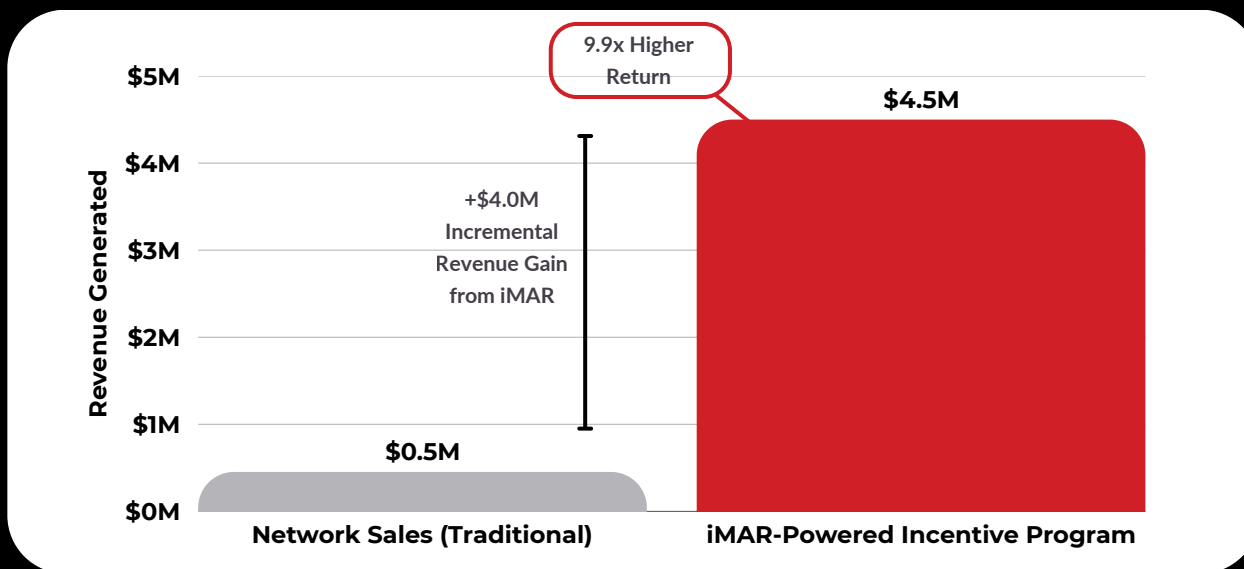
The program delivered outstanding financial results, validating the power of the iMAR barter model. The most telling metric is the direct comparison between the revenue generated through the iMAR partnership versus the estimated revenue from selling the same inventory through the national network. The network sales baseline was calculated as follows:

- **Cost-Per-Point (CPP):** \$3,200
- **Sell-Out Rate:** 85%
- **Calculation:** Based on these figures, the total estimated net revenue (net of agency fees but before revenue share) for the bartered inventory was \$454,000.

REVENUE STRATEGY	REVENUE GENERATED	ROI MULTIPLE
Network Sales (Traditional)	\$454,000	1.0x
iMAR-Powered Incentive Program	\$4,500,000	9.9x
Incremental Gain	\$4,046,000	

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## Revenue Comparison: Network Sales vs. iMAR Program



## Revenue Conversion Model

The results show that the iMAR program generated \$4 million more in revenue than the alternative, delivering a **9.9x greater return** on the same inventory. This success established a consistent conversion rate of **\$206 in incremental revenue for every 1 iMAR Credit used**.

iMAR Credits Used

**21,850**

Conversion Rate:  
**\$206 per Credit**

Revenue Generated

**\$4.5M**