StackAdapt

Law firm reaches 2.65M people in StackAdapt's first broadcast radio activation with iHeartMedia

iHeart Media

2.65M
unique reach

4.16M
impressions

13.14$
eCPM

Reaching people at the right moment isn't limited to the time they spend online. They're commuting, running errands, working, and moving through their day, creating valuable moments for brands to connect with them beyond a screen.

STATION SELECTION
GEO-BASED TARGETING
DAYPARTING



For a law firm competing in the crowded New York market, those moments mattered. After years of planning and purchasing radio through a separate buying process, the firm wanted to bring the channel into its broader programmatic media plan to stand out and manage its investment in a more connected way.

The firm became the first advertiser to test over-the-air radio through StackAdapt's partnership with iHeartMedia, combining StackAdapt's programmatic approach with iHeartMedia's premium local inventory to reach nearly 2.65 million people.

THE CHALLENGE

Turning up radio's potential



The goal was to generate mass awareness across the New York market while ultimately helping the firm attract more qualified cases and inquiries. But scale alone wasn't enough.

The firm wanted the reach of local networks with greater control over when and where its message was heard, along with more opportunities to optimize and measure its investment than a traditional radio buy could offer.

THE STRATEGY

Finding the right frequency to be heard across NYC

The law firm secured 30-second spots across five New York radio stations spanning classic rock, contemporary hits, adult contemporary, and hip-hop formats.

The campaign focused delivery around morning and evening commutes, when radio listening was already part of listeners' routines, while DMA (designated market areas) targeting provided the scale to reach audiences across the city and surrounding areas.

THE RESULTS

Turning $50K into millions of local listeners

The $50,000 campaign delivered 4.16 million impressions at an eCPM of $13.14. For a law firm ultimately looking to generate more qualified cases and inquiries, that reach meant millions of opportunities to stay visible with potential clients across the New York market.

Most importantly, the campaign showed how broadcast radio could be activated with more structure. Through StackAdapt's partnership with iHeartMedia, the firm spent less time managing fragmented radio buys and gained access to high-quality placements with greater visibility into how its investment was planned, delivered, and measured.



100%
CORE SCHEDULE DELIVERY
iHeartMedia's broadcast network delivered all 186 planned spots.

2.65M
PEOPLE REACHED
The advertisements were heard by millions of users aged 25–54.

1.57
AVERAGE FREQUENCY
The campaign achieved substantial airtime without oversaturating listeners.

Looking ahead

As StackAdapt's first broadcast radio campaign, the results proved the power of bringing two strengths together: StackAdapt's data-driven approach to media buying and iHeartMedia's expansive network of trusted local stations.



That early success helped pave the way for what came next. Advertisers across StackAdapt continue to activate broadcast radio with iHeartMedia, using the partnership to extend reach beyond digital environments and connect with audiences throughout more of their day.

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Reach out to the StackAdapt team to learn more.

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