

# 810 Radio Gets 5 Million Impressions with Mobile Marketing Campaign



## Live Stream Radio App

**Sports Radio 810 WHB** is America's largest all-sports radio station. Based in Kansas City, Missouri, 810 wanted to give listeners a way to live-stream their station on a smartphone device—while simultaneously offering quick visual access to podcasts, show lineups, special deals, and sponsors.

## Listen Anywhere in the World

Moblico created native apps for iPhone, Android, and Blackberry that allow listeners to “live stream” the radio station from anywhere in the world—and replay popular past shows via podcast. Now fans of the Kansas City Chiefs and the Kansas City Royals who travel or move out of the area can keep in touch with their favorite teams using a 3G, 4G, or WiFi connection. The app has already received 120,000 app downloads, and routinely has 10,000+ unique visitors per month.

## 10,000 Unique Visitors Per Month

Moblico also did a study of the streaming app's users and discovered that most listeners were local fans using smartphones at work—because company firewalls prevented them from accessing radio stations. They were even able to pinpoint that the #1 users were law offices—followed by banking and financial services employees. This allowed 810 to specifically target their sponsorships and marketing.

## Advertising Pays for the App

Moblico also integrated a third-party advertising unit into the mobile app, which gives the radio station an additional revenue stream from sponsorships. And when sponsorships are not filled for a particular slot, the app is designed to feed in ads from a media placement agency—so they can still earn revenue during that time. The slots have been so popular that a single marketing campaign recently received 5 million impressions.



The 810 app lets sports fans keep current on all the latest sports news—through their smartphones.

### Results

- ↑ 120,000 downloads
- ↑ 10,000 unique users/mo
- ↑ 5 million impressions on 1 marketing campaign

“Our listeners not only love the app, but they depend on it when they're traveling outside of the area.”

—Jeff Montgomery, Co-Owner, Sports Radio 810 WHB

