

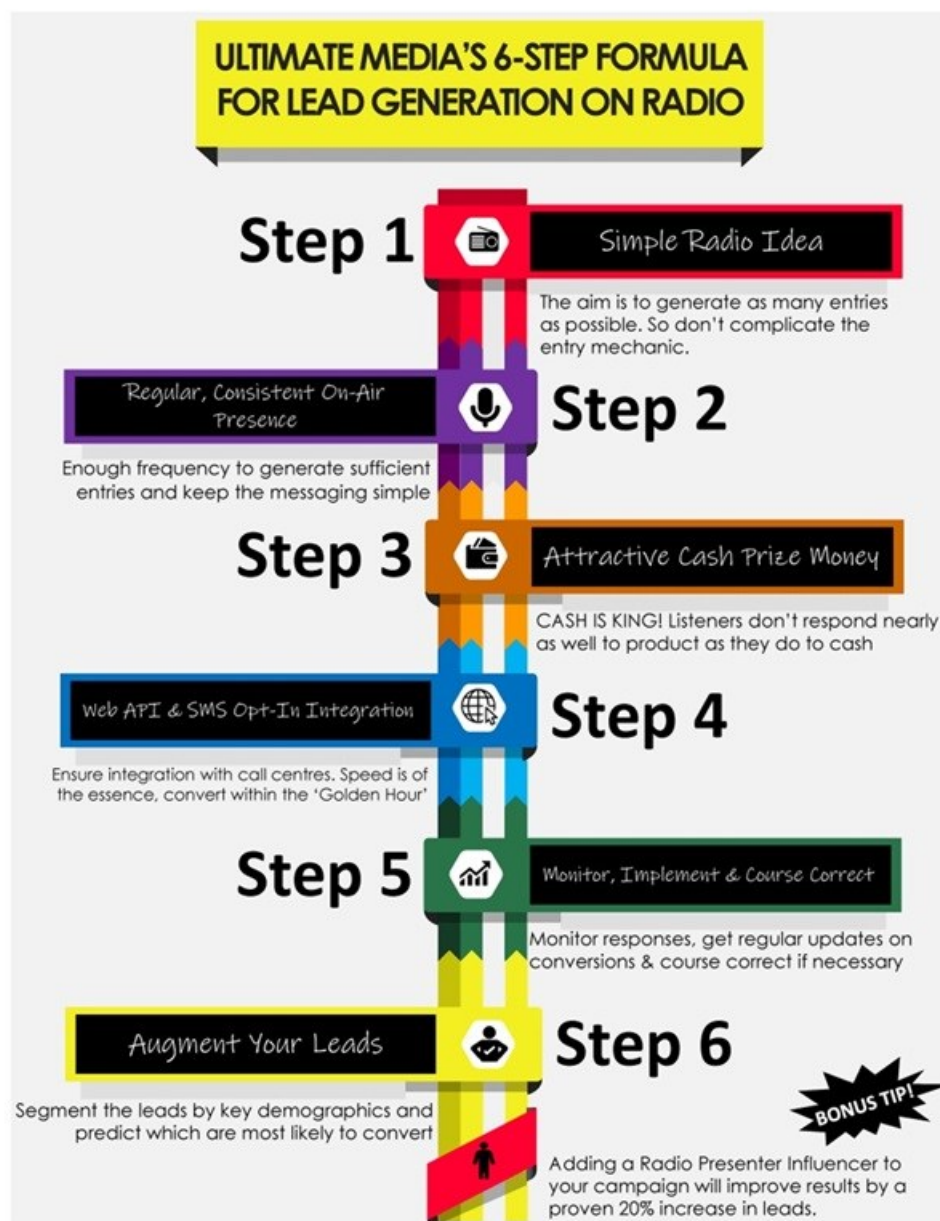
Ultimate Media develops a 6-step formula for lead generation on radio

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Radio is an immediate medium with high engagement levels yet, despite this, radio has consistently failed to deliver quantifiable lead generation on a cost per acquisition basis.

Through continuous trial and testing over the past four years Ultimate Media have developed a six-step formula to ensure consistent and successful lead generation on radio based on cost per acquisition.



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