

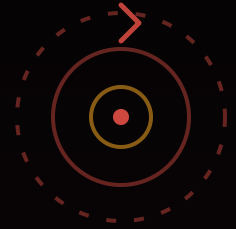
HOW TO GET RESULTS ON RJ

The Performance Playbook.

Plan, launch, measure, refine — the four moves behind campaigns that work on the home of Farsi music.

RADIOJAVAN

THE METHOD



Great campaigns are a loop, not a launch.

Your audience is here every day — listening at the gym, in the car, at the party. The advertisers who win don't run one ad and hope; they run the loop below, and every cycle gets cheaper and sharper.

\$15/day

is all it takes to start

100+ cities

and countries, targetable one by one

30 seconds

of undivided, screen-off attention

Minutes

to a finished ad with AI Create

01 · PLAN

Pick one goal

Be remembered, or get clicked? The goal picks your format, your market picks your ad set.

02 · LAUNCH

Start focused

One market, a budget you can hold steady, creative built for the format. Small and sharp beats big and vague.

03 · MEASURE

Read the report

Reach and listens for audio; clicks and CTR for visual formats. Check weekly, judge bi-weekly.

04 · REFINE

Change one thing

Refresh creative, adjust budget, or try the next city — one change at a time, so you know what worked.

◆ **The honest rule:** forecasts are estimates and every ad is reviewed before it runs — no platform can promise results. What this playbook promises is a method that compounds.

Why audio works.



Music streaming is one of the most attentive places in advertising — here's what independent industry research keeps finding, and what it means for your campaign.

41%

brand recall from audio ads

Higher than TV, display, and social benchmarks — people remember what they hear between songs. (*Dentsu x Lumen attention studies*)

+56%

more attention than the average ad platform

Audio is heard full-length far more often than video is watched — there's no scroll-past between songs. (*Dentsu attention economy research*)

3 in 4

listeners recall the brand afterwards

And roughly two-thirds take an action after hearing an audio ad — search, visit, or buy. (*Nielsen / industry studies*)

Why it's stronger here

Music is emotional and personal — ads inherit that mood. On RJ you're not a stranger interrupting a feed; you're a guest in the playlist of a community that chose to be here, in its own language, around its own moments.

What the research means for you

Say your name early and twice (recall is the superpower — use it). Keep one message per ad. Aim for steady presence over blasts: a few exposures a week beats one loud weekend, and pairing audio with a visual format multiplies both.

Figures from published industry research on digital audio advertising (Dentsu/Lumen, Nielsen and others), not RJ-specific measurements — individual results vary by campaign.

A format for every goal.



Audio

BEST FOR: BEING REMEMBERED

Plays between songs — even with the screen off, in the car, at the gym. The format for reach and name recognition in a market.

≤30s MP3/WAV · square cover ≥600×600 · judge it by **reach & listens**



the whole screen,
one tappable CTA

Full Screen

BEST FOR: ATTENTION & CLICKS

Takes the whole screen while the app is in view — your biggest visual moment, with a 2-day per-user cooldown so it never wears out its welcome.

image exactly 1080×1920, or 9:16 video ≤30s · judge it by **clicks & CTR**



Home Feed

BEST FOR: STEADY PRESENCE

Lives where every session starts — the first screen of the app. Non-interruptive, always in rotation, ideal for offers that reward repeat exposure.

square image ≥600×600 · title ≤25 · body ≤70 · judge it by **clicks & CTR**

One campaign = one format.

The format locks once your first ad set exists — so name campaigns by format and goal: *"Norooz — Audio — Toronto"*. Running audio + visual together? Two campaigns, one story.

The proven pairing.

Audio builds the memory, a visual format catches the click. Start with the one that matches your goal; add the second once the first is working.

Markets & moments.



One ad set, one market — use it as a lab

Every ad set targets exactly one country or metro, with its own budget and forecast. That's not a limit — it's how you find out where your money works hardest.

Los Angeles

CTR 1.8% ✓ scale this

Toronto

CTR 0.9% — new creative

London

pause, revisit at Norooz

Same campaign, three ad sets — three honest answers. Shift budget to the city that's winning.

Ride the calendar

Norooz, Yalda, Mehregan, summer concert season — listening (and buying) peaks around the moments your audience celebrates. Schedules book up to 6 months ahead: plan Norooz in January, not March.

Match the moment to the format

A weekend-party audience hears audio in the mix; a Yalda gift offer earns the Full Screen takeover; a standing weekly special belongs in the Home Feed.

Start where your customers are

A restaurant starts with its own metro. An online store starts with one big diaspora city, proves the offer, then duplicates the ad set to the next city.

A year on RJ.



The calendar is a strategy. Listening — and buying — peaks around the moments your audience celebrates. Plan the year once, book the peaks early, and every campaign lands with the culture instead of against it.

FEB

Sepandarmazgan

Persian day of love — gifts, dinners, flowers.

MAR

Norooz ★

The Super Bowl of the Farsi year. Book by January.

APR

Sizdah Bedar

Picnics & outdoors — food, family, day trips.

JUN–AUG

Summer season

Concerts, parties, road trips — listening peaks all summer.

OCT

Mehregan

Autumn festival — gatherings and gratitude.

DEC

Shab-e Yalda ★

The longest night — food, poetry, family tables.

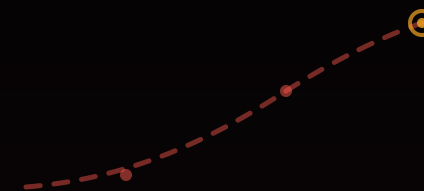
Base + burst — how the pros budget a year

Keep a modest **always-on Daily campaign** in your best market (presence never goes dark), and add **Lifetime bursts** on your two or three peak moments. Steady presence builds the memory; the bursts harvest it.

Book the peaks early

Schedules open up to 6 months ahead — plan Norooz in January, Yalda in October. Early booking means time for creative, review, and a forecast you like. Movable moments (Ramadan, Eid) shift each year — check the dates when you plan.

Budgets that pace themselves.



Daily

\$15–\$1,000 / day

The **always-on** mode — runs until you pause it, end date optional. For steady presence: the restaurant that's always open, the store that always ships.

Start modest, hold steady two weeks, then adjust. A budget that changes daily never gets a fair read.

Lifetime

\$250–\$10,000 total

The **campaign push** — a fixed total spread across a fixed schedule (2 days–6 months), stops itself on the end date. For launches, events, seasonal offers.

Give a push at least 2 weeks where you can — long enough to read, refine, and finish strong.

Read the forecast before you launch

HIGH

MEDIUM

LOW

The forecast weighs your market, budget, and schedule against real inventory and shows delivery likelihood plus estimated ranges. A **Low** isn't a wall — it's feedback: widen the schedule, adjust the budget, or pick the bigger market until it turns.

Billing, in one line.

Card on file, charged as you spend (threshold or monthly) — keep the card current; a declined card pauses everything you've built.

Review, in one line.

Every ad is reviewed before delivery (and after edits) — submit a few days early so launch day is launch day.

Creative that earns its 30 seconds.



The anatomy of an audio ad that works

- 0–3s** **Hook.** A question, a name, a promise — earn the next 27 seconds immediately.
- 3–20s** **One message.** One offer, one reason to care. Say the brand name early and twice — most listeners never see the screen.
- 20–30s** **One ask.** "Tap to order." "Show this at the counter." Simple enough to act on from the gym floor.

Speak the way your customers speak — Farsi, English, or the natural mix.
Warm beats polished, every time.

No studio? Use AI Create.

Describe your business → get a script → edit it → pick a voice → add a licensed music bed → save the finished mix to your Creative Library. A broadcast-quality audio ad in minutes, free, inside Ads Manager. You approve every word before it runs.

Visual formats: design for a glance

One focal image, short bold headline (≤ 25 chars), body ≤ 70 , a button-worthy CTA. Full Screen is exactly 1080×1920 ; video is $9:16$, ≤ 30 s, sized 720×1280 – 1080×1920 .

Refresh before it fades

Creative wears out: when CTR slides week over week, that's fatigue, not failure. Rotate a fresh version every 2–4 weeks — with AI Create, a refresh costs minutes.

Sell today. Be remembered tomorrow.

Decades of marketing effectiveness research (Binet & Field's long-run studies) agree on one big thing: the strongest advertisers spend roughly **60% building the brand, 40% activating sales**. Brand compounds quietly; offers spike loudly. You need both.



Build — ~60%

AUDIO · ALWAYS-ON

Be a familiar voice, not a stranger with a coupon. Steady audio presence, warm tone, your name said twice — so when they need what you sell, you're the one they already know.

Activate — ~40%

FULL SCREEN · HOME FEED

Clear offer, real deadline, one tap to act — timed to your peaks. Activation works hardest on people your audio already warmed up.

Keep your sound

Same voice, same music bed, same sign-off across campaigns — a sonic identity people recognize before you say the name. Refresh the *message* every 2–4 weeks; keep the *sound* for years.

Match the landing

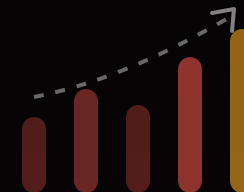
Whatever the ad promises must be the first thing people see after the tap — same offer, same words, on your site or Instagram. A mismatch quietly kills more campaigns than bad creative ever does.

Win the last meter

Local campaigns are won at the counter: staff briefed on the promo · code word honored without friction · DMs answered same day · hours and menu current. The ad brings them; the follow-through keeps them.

The patience premium: brand effects build over months, not days — advertisers who hold a steady base through quiet weeks pay less per result at the peaks, because the audience already knows them.

Read, then move — one dial at a time.



What to look at

Reports cover 7 or 28 days, all time, or any custom window up to 12 months — impressions & listens, reach, clicks, CTR, spend, broken down by age, gender, and market. Audio lives on **reach**; Full Screen and Home Feed live on **CTR**.

Run two, keep the winner

Put two creatives in the same ad set and let them run side by side. The report shows you which one your audience prefers — you make the call, pause the loser, and build the next challenger.

Count what the report can't see

Put a code word in the ad — "say Yalda for 10% off" — or a promo code on the click-through page. Now the counter and the cart both report to you.

The optimization rules

- **Wait 3–7 days** after any change before judging it — day-one numbers lie.
- **Change one variable at a time** — creative, budget, or market — so you know what moved the number.
- **Scale winners gently** — raise a working budget 10–20% at a time, not 3× overnight.
- **CTR falling? Refresh creative.** Reach stalling? It's the budget or the market, not the ad.
- **Hypothesis first** — "families click more on weekends" is testable; "let's try stuff" isn't.

The compounding effect: every cycle teaches you something no competitor knows — which city, which message, which moment. Six months in, your ads work harder because *you* know your audience better.

BEFORE YOU LAUNCH

The 10-point soundcheck.

- ☐ One goal, and the format that matches it
- ☐ Budget you can hold steady for 2 weeks
- ☐ Brand name in the first 5 seconds, said twice
- ☐ Creative meets spec (sizes, lengths, character limits)
- ☐ Submitted early — review comes before delivery
- ☐ One market per ad set — your strongest city first
- ☐ Forecast reads Medium or better (or you know why not)
- ☐ One message, one clear ask
- ☐ A code word or promo code to count real-world results
- ☐ A calendar note at day 7: read, refine, repeat

Start at ads.radiojavan.com

Questions? Get in touch — our team helps you plan, launch, and grow.

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