

# Improve Conversion Through Better Radio

**200%**  
Improved  
Conversion

		Running Tally										SST									
Date	Time		1P	1	2	3	4	5	6	7P	1P	1	2	3	4	5	6	7P			
1	29-Apr	10:28 AM Captains by Attention Favorable Impression Believable High Information	1	1							1P	1						1P			
2	29-Apr	10:27 AM Captains by Attention Favorable Impression Believable High Information	1	1							1P	1						1P			
3	29-Apr	10:27 AM Captains by Attention Favorable Impression Believable High Information	1	1							1P	1						1P			
4	29-Apr	10:26 AM Captains by Attention Favorable Impression Believable High Information	1	1							1P	1						1P			
5	29-Apr	10:24 AM Captains by Attention Favorable Impression Believable High Information	1	1							1P	1						1P			
6	30-Apr	11:48 AM Captains by Attention Favorable Impression Believable High Information	1	1							1P	1						1P			
7	30-Apr	11:48 AM Captains by Attention Favorable Impression Believable High Information	1	1							1P	1						1P			
8	30-Apr	11:47 AM Captains by Attention Favorable Impression Believable High Information	1	1							1P	1						1P			
9	30-Apr	11:47 AM Captains by Attention Favorable Impression Believable High Information	1	1							1P	1						1P			

**Chris Settle** Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | [chrishsettle@gmail.com](mailto:chrishsettle@gmail.com)**