

Large Regional Banking chain partners with Katz Digital for winning results!

Client Objective:

Build brand awareness and create lift through a large-scale audio campaign.. The banking chain was looking for both new customers and to inspire current customers to use more banking services..

How Katz Digital met that objective:

With a combination of tactics across our Audio Anywhere offering including:

1. **Geo Targeting:**

14 DMAs were targeted, using the Katz Streams, Spotify and our PodKatz, our podcasting offering.

2. **Attribution:**

Partnered with Upwave, a brand lift attribution leader and through that partnership created a full study to examine consumer opinions and behavior.

The Result:

The Katz Digital campaign yielded exceptional impact on lift at all consumer touchpoints, including --

Awareness
+73% lift

Consideration
+366% lift

Intent
+123% lift

