

Katz Digital drives success for top Cannabis brand through Podcasting

Client Objective:

Major national Cannabis brand opened a new market in a state recently legalizing the category. The brand was seeking to become the top brand in the state. As a new brand to this new market, the client was focused on examining top-of-the-funnel activity like favorability and intent.



How Katz Digital met that objective:

PodKatz, Katz Digital's massive podcasting network, provided the scale needed to extend this cannabis brand's messaging in this state that recently legalized its sale. PodKatz utilized Dynamic Ad Insertion in all appropriate podcasting verticals for this category. These were geo-targeted specifically to this state. Katz partnered with attribution leader, Veritonic, to measure various KPIs in the consumer funnel. Results were phenomenal—showing significant lift!



The Result:

The client objective was achieved as ads on PodKatz raised favorability metrics of the brand by 77% and purchase intent grew by 67%. The increase in both metrics now make this the #1 cannabis brand in the state.

