

# Katz Digital drives success for Pharmaceuticals through Podcasting

## Client Objective:

Major pharmaceutical brand wanted to drive purchasing in client-identified key geography areas, with the goal of increasing favorability to the brand in that region. The client was opening a new market, therefore focused on top-of-the-funnel metrics like favorability and intent.

## How Katz Digital met that objective:

PodKatz, Katz Digital's massive podcasting network, provided the scale needed to extend this pharmaceutical brand's messaging. PodKatz utilized Dynamic Ad Insertion, geo-fenced to specific geography, in all appropriate podcasting verticals for this target. Katz partnered with attribution leader, Veritonic, to measure various KPIs in the consumer funnel. Results were phenomenal—showing significant lift!

 VERITONIC

## The Result:

Client's objective was achieved, and expectations were surpassed. Ads on the PodKatz network raised favorability of the brand by 77% and intent to purchase by 67%.

+77%  
Growth of  
Favorability

+67%  
Purchase  
Intent

