

Katz Digital successfully partners with State-Funded Initiative

Client Objective:

A State Government-funded campaign to increase resident's awareness for a public health initiative.



How Katz Digital met that objective:

Katz Digital utilized its immense scale and state geo-fencing targeting capabilities to extend the State's messaging about this public health initiative. Katz utilized one of their leading attribution partners to measure message lift and other requested attribution KPIs.



The Result:

70% of the state target audience was reached by our streams. The campaign was impactful, as the study revealed that nearly 9 out of 10 of those exposed through our streams were shown to retain the message. Further, 7 out of 10 agreed with the copy points, indicating an exceptional messaging influence.

