

# Katz Digital drives positive perception of public health initiative

## Client Objective:

To increase resident's awareness and positive perception of a state-government funded public health initiative.

## How we met that objective:

We utilized our immense scale and statewide targeting capabilities to extend messaging about this initiative.

We partnered with leading audio attribution measurement company, Veritonic, to effectively measure lift and other KPIs.

 VERITONIC

## The Result:

The campaign reached 70% of the target audience. The study revealed that nearly 9 out of 10 of those exposed through the Katz offering retained the message. Further, a 170% improvement in the perception indicated an exceptional messaging influence.

**9 out of 10**  
exposed retained  
the messaging

**+170%**  
improvement in  
perception of the  
messaging

