

Katz Digital drives Awareness & Usage for a major OTT Platform

Client Objective:

An Over-The-Top Platform wanted to create awareness and usage from its growing audience .

How Katz Digital met that objective:

We utilized the unique scale and targeting capabilities of our #1 rated Audio Network.

Katz partnered with Veritonic, to create an attribution study that measured the lift of awareness, favorability, intent and ad creativity impact to determine resonance.

 VERITONIC

The Result:

Exceptional campaign performance, with solid gains in lift as well as a high resonance of the message's copy points.

This campaign reported a 17% lift of Awareness, a 57% lift in Favorability and a 35% lift in Intent to use.



+35%
lift in
INTENT TO USE

+57%
lift in
FAVORABILITY