

# Katz Digital drives online signups & downloads for a leading online Sports Betting app

## Client Objective:

This major online Sports Betting company was seeking to support and grow online visits and signups for their services as well as app downloads.

## How Katz Digital met that objective:

We partnered with online attribution leader, Artsai. Through a nationwide campaign, we measured conversion of our audience into online visits and signups and produced attribution KPIs.



## The Result:

This campaign exceeded the client's expectation! Over the measured portion of the flight, Katz streams delivered an impressive number of online events.

- 57% of the online click throughs installed the app
- 81% of those who installed the app set up a betting account!

