

# Leading Digital Service company partners with Katz Digital to drive online signups

## Client Objective:

This major digital security firm sells a monthly service that monitors potential online security and identity issues. They were seeking to support and grow online visits and signups for their services.



## 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 reached 3.3 million users that created 1/4 million interactions with the client's website – of which an impressive 13% signed up for the service!