

Major home mortgage company taps into Katz Digital's scale to reach home buyers in all regions

Client Objective:

A major national mortgage lender wanted to amplify their message to the home buyer/refinancer target. This was a national campaign with customized regional messaging.

How Katz Digital met that objective:

By partnering with Katz Digital, this national mortgage lender was able achieve scale against their target customer, while customizing their message for regional impact. Katz Digital can deliver scale nationally with no regional gaps in coverage.

The Result:

Third party tracking demonstrated that the campaign delivery exceeded 100%. This important client increased their spend with Katz Digital by 60% due to our capabilities and stewardship.

