

# Katz Digital delivers for a major insurer using the emerging CTV Audio platform

## Client Objective:

This top 5 insurance company sought maximum penetration and brand lift utilizing the emerging audio platform of Connected TV Audio. Katz Digital Audio leveraged its significant presence with this important new audio platform.

## How Katz Digital measured the campaign objectives:

We partnered with Audio attribution leader, Upwave, to measure the campaign's lift in awareness, consideration and intent from the ads that ran our CTV Audio streams.



## The Result:

Katz Digital's CTV Audio streams created significant lift at each critical stage of the consumer funnel:

- **Awareness: +12% lift** from Katz Digital's CTV Audio Streams, *348% greater than the norm!*
- **Consideration: +21% lift** from Katz Digital's CTV Audio Streams, *an impressive 1000% greater than the norm!*
- **Purchase Intent: +14% Lift** from Katz Digital's CTV Audio Streams, *an impressive 1000% greater than the norm!*



**Awareness:**  
+12% Lift  
**Consideration**  
: +21% Lift  
**Intent:**  
+ 14% Lift

Katz Digital's  
CTV Audio's  
campaign lift  
significantly  
exceeded all  
norms