

# Katz Digital's KIM drove significant reduction of costs for Financial Investment giant

## Client Objective:

This major financial investment company wanted to expand impressions against their target of potential investors. In the past they had used 3P targeting to drive an increase in app downloads by prime prospects.

## How KIM from Katz Digital met that objective:

KIM created a proprietary First Party Finance audience to significantly increase campaign performance.

## The Result:

This campaign exceeded expectations! The cost per customer acquisition dropped by an **impressive 33%!**



Cost per acquisition down 33%!