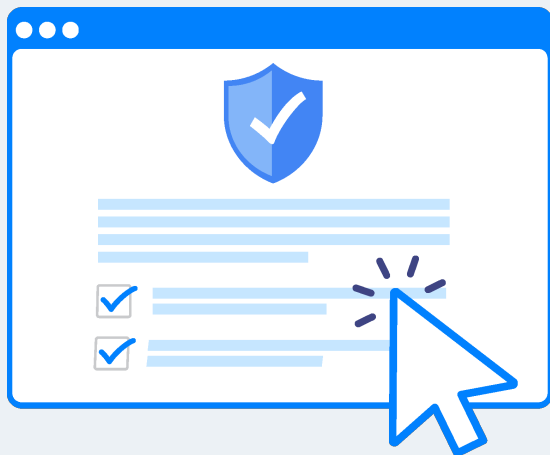


# Katz Digital Drove Online Life Insurance Purchases, Proving Digital Audio Performs with Older Adults!

## Client Objective:

A major Life Insurance company targeting Adults 50+ Insurance Intenders, wanted to drive traffic to their website and convert visitors to purchasers of a \$5000+ life insurance policy.

This client also wanted their investment to yield a minimum of a 3:1 ROAS.



## How Katz Digital met that objective:

We made this advertiser aware that older adults were the fastest growing Digital Audio audience. In fact, Adults 55+ are growing 20 times faster than 18-34!

Katz Digital assisted this client by completely creating, producing and A/B testing their messaging.

We partnered with Artsai to compare two creative executions to determine the results of this campaign.



## The Result:

This campaign exceeded all the client's expectations!

- The client's ROAS goal was a 3:1. The Katz campaign more than **doubled** that with a 7.5 to 1 ROAS!
- The campaign **tripled** the client's online conversion goal of sign ups for this premium insurance policy.

**TRIPLED**  
client  
conversion  
goal

**DOUBLED**  
client ROAS  
goal