

Case Study

Katz Digital's PodKatz & Streaming Audio achieves record-breaking results for Major Travel Advertiser!



Client Objective:

A major travel advertiser initially inquired about host-read travel podcasts. After several meetings about the client's business objectives, we were able to create a multi-layered audio campaign using both our Audio Streaming and PodKatz platforms, to deliver curated, targeted travel audiences in a brand safe environment.

How Katz Digital met that objective:

We used our massive data targeting capabilities to create multiple custom audiences – each with its own campaign strategy.

Using data insights, we optimized these campaigns in real time to the best performing tactics.

We enlisted two attribution partners to determine the ultimate impact of this campaign: Veritonic, to determine Brand Lift at various stages of the consumer funnel and Artsai, to determine website conversions.



The Result:

This campaign yielded exceptional results, far exceeding client expectations! In fact, this client reported that **these results were the best they had ever seen** and resulted in them converting significantly more budgeted dollars to Audio.

These amazing results included –

138% Awareness Lift

42% Favorability Lift

23% Intent Lift

+1300% over client's own benchmarks in website conversions

**Client's
best results
EVER**

**+138%
Awareness Lift**