

## Case Study

# Media Giant partners with Katz Digital's Audio portfolio for an advertiser-targeted B2B campaign!



**KATZ** DIGITAL



**PodKatz**  
BY KATZ DIGITAL

### Client Objective:

A Media giant sought to reach advertisers with a targeted B2B campaign and generate website traffic. Katz Digital curated our Audio portfolio to deliver targeted B2B advertising-centric audiences. Our immense scale, coupled with our audience-first technology enabled targeting to these specific audiences.

### How Katz Digital met that objective:

We used several tactics and platforms including:

- Creation of all Ads including writing and producing different ads for each platform, using both artificial and human intelligence.
- 1P and 3P Targeting using our KIM DMP plus podcast keywords and contextual targeting.
- From our portfolio, we utilized:
  - Audio Streams
  - Podcasting – several of our curated, targeted PodPacks
  - Mobile Gaming Audio

### The Result:

This campaign yielded exceptional results, *far exceeding client expectations!*

These amazing results included –

- Visits to the client's B2B website **tripled** during the campaign, hitting a record high, as did LinkedIn visits.
- Engagement was significant, with increased views deep into the pages within the B2B website.
- Within our portfolio, **Gaming Audio** performed well, **converting 75% higher** than our other platforms!

Website Visits  
**TRIPLED**

Mobile Gaming  
Audio performed  
**Best for B2B**