Medical chain partners with Katz Digital and achieves outstanding results using new AI capabilities!

Client Objective:
A major nationwide specialty medical practice aimed to raise awareness in key regions. Katz Digital and the agency, Direct Results, developed a multi-layered audio campaign to deliver numerous messages and utilized AI technology to customize ads by region and listener, to drive results each market.

How Katz Digital met that objective:
We used a variety of messages, personalizing them to resonate with each of the target groups within the advertiser's DMAs.

We created & produced 42 unique ads (6 per DMA). Using AI personalization, each ad had specific triggers (time of day, weather, etc.) for the target groups and markets. Responses varied widely by target and the new AI learning technology from our partner, ArtsAI, enabled optimization around the best performing ads in each market.

ArtsAI A Claritas Company

DIRECT RESULTS

The Result:
This campaign yielded exceptional results, far exceeding client expectations! Utilization of AI yielded many counter-intuitive results (e.g., the value of a weather trigger in a desert market).

These amazing results included –

- **+197%** Performance Lift
- **20,000 new leads** with increased activity to the client's website for inquiries and bottom funnel activity like appointment booking.

+197% Lift | **35%** Cost per lead decrease

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