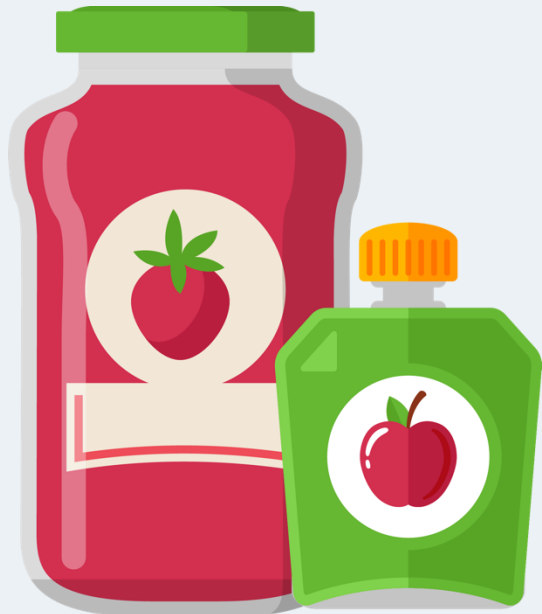


PodKatz by Katz Digital yields double digit brand lift scores for a Food company!

Client Objective:

A new prepared food company wanted to increase its sales as well as the awareness of its array of products using podcasting to target its potential customers.



How Katz Digital met that objective:

PodKatz employed all the tools at our disposal to curate our immense podcasting supply to deliver this campaign's target demographics:

- **Third party measurement** services like MRI, Scarborough and iTunes ratings guided our selection of appropriate genres and the highest rated programs.
- **Barometer's powerful AI** capabilities ensured each show's brand suitability, scoring them with IAB targeting protocols.

We enlisted Veritonic to measure campaign success using their audio-only brand lift research.



The Result:

This PodKatz campaign yielded exceptional impact on brand lift at all consumer touchpoints, *far exceeding client expectations!*

These brand lift scores included –

- **80% Awareness** lift for this new brand!
- **33% Intent** Lift which grew to a **40% intent** lift with *competitors'* consumers!



PodKatz
BY KATZ DIGITAL

KATZ DIGITAL