Katz Digital's PodKatz drives success for a Government Recruitment Campaign

Client Objective:
A Government branch wanted to reach potential recruits and to employ the power of podcasting and its engaging formats to deliver potential employees.

PodKatz was an ideal choice for this campaign because of its ability to geo-target at scale and reach highly specific target audiences.

How PodKatz met that objective:
PodKatz employed all tools at our disposal to curate our immense podcasting supply to deliver this campaign's multiple layers of 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:
Results were parsed into specific targets; results from all were phenomenal, exceeding client's expectations significantly!

- **+22%** lift in **Awareness**
- **+10%** lift in **Favorability**

Favorability +10% lift

Awareness +22% lift