

Katz Digital's PodKatz drives huge brand lift results for major Health Insurer

Client Objective:

A major Health Insurance company sought to increase signups in 4 states over a 5-month campaign that led up to the annual open enrollment period. They wanted to employ the power of podcasting and its engaging and highly personal formats. PodKatz was an ideal choice for this campaign because of its ability to geo-target at scale.



How PodKatz met that objective:

PodKatz targeted these insurance decision makers, employing all tools at our disposal to curate our immense podcasting supply to deliver this customer:

- **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 achieved were phenomenal and far beyond the client's expectations! Double digital brand lift scores were achieved at all stages of the consumer decision making process --

- + 10% lift in **Awareness**
- + 14% lift in **Favorability** among competitor's clients!
- + 24% lift in **Intent**

Favorability
**+14%
Lift**

Intent
**+24%
Lift**

