

In-Store pharmacy sees huge brand lift scores with PodKatz !

Client Objective:

One of the largest supermarket chains wanted to create lift for its *in-store pharmacy*, specifically building awareness of the advantages of their pharmacies, compared to the major freestanding chains.

How PodKatz met that objective:

The immense scale of our podcast offering gave us the ability to multi layer target, *while still achieving scale*. Further, because of the immense size of our PodKatz network, we able to geo-target by zip codes that surrounded these stores as well as target appropriate genres.

We were able to pinpoint potential customers for these in-store pharmacies using podcast topics of interest to this consumer. Brand lift attribution from Veritonic was employed to measure campaign success.



The Result:

Results for this complex campaign far exceeded the client's expectations. Major KPIs reported double digit lifts –

+ 13% Awareness Lift

+ 20% Intent Lift

Further, there were specific brand appropriate KPIs that also saw strong results –

+ 15% Lift for “convenience”

+ 14% Lift for “credibility”



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