

Leading national bank partners with Katz Digital and yields double digit brand lift scores!

Client Objective:

One of the largest national banks wanted to build awareness for their newest checking account capabilities. They wanted to use a geo-targeted Podcasting and Streaming Audio campaign to reach new checking account customers.

How Katz Digital met that objective:

Combining our massive Audio streams and PodKatz, our podcasting offering, we used several tactics:

Targeting: We DMA-targeted Katz Streams and PodKatz plus applied contextual targeting to reach potential banking customers.

Attribution: We partnered with Veritonic, a brand lift attribution leader, to examine lift across the various points of the consumer funnel.



The Result:

The Katz Digital & PodKatz campaigns yielded exceptional impact on brand lift at all consumer touchpoints, *far exceeding client expectations!*

These brand lift scores included –

- 18% Favorability lift
- 13% Intent Lift



PodKatz
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