

Major Retailer partners with Katz Digital and yields double digit brand lift scores!

Client Objective:

A major, well-known retail chain partnered with Katz Digital to produce more in-store traffic and enhance consumer interest in its diverse array of both name brand and private label products. It enlisted Katz Digital because of our immense scale as well as our targeting capabilities, which enable us to deliver specific DMA's and target consumers contextually.



How Katz Digital met that objective:

With a combination of our massive network of Audio streams and PodKatz, we used several tactics including:

Targeting: Geo-targeting to specific DMA's, using the Katz Streams and PodKatz, our podcasting offering. We also contextually targeted to deliver potential customers, using the appropriate audio and podcast genres.

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



Awareness
+8% lift

Intent
+29% lift

The Result:

The streaming and podcasting campaign yielded exceptional brand lift scores at all consumer touchpoints, *far exceeding client expectations!*

These brand lift scores included –

- **8% Awareness** lift – a very strong score for a well-known retailer!
- **29% Intent** Lift which grew to a **45% intent** lift on the sub-target of consumers interested in this retailer's specific branded products!



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