

# A Katz Digital & PodKatz campaign generated large, complementary lift scores for a major Travel Advertiser!

## Client Objective:

A major Travel Advertiser wanted to determine their lift at various stages of the consumer funnel that came as a result of their Katz Digital campaign and compare results of the Streaming vs. the Podcasting segments of this campaign.

## How Katz Digital met that objective:

Through judicious choices of our diverse roster of streaming and podcasting, plus careful tagging and optimization, we were able to meet this valued client's needs.

We partnered with Veritonic to measure lift at the key stages of the consumer funnel, with separate results for the streaming vs. podcasting portions of the campaign.



**68%**  
Awareness  
Lift

**23%**  
Intent  
Lift

## The Result:

This campaign produced exceptional brand lift scores, with differences between streaming and podcasting that demonstrated *how well these two audio formats complement one another.*

- **Lift in Awareness** was driven by **Streaming**. The streaming campaign produced a **68% Awareness lift** – *a top of the funnel activity.*
- **Lift in Intent** was driven by **Podcasting**. The PodKatz portion of the campaign drove a **23% lift in Intent** – *a bottom of the funnel activity.*
- This interaction between streaming and podcasting showed these two platforms are the perfect complement to follow the consumer from brand awareness through to purchase.