

# Political Candidate enlists Katz Digital Audio to deliver voters

## Client Objective:

A candidate sought to create lift in awareness, favorability and voting intent. Katz Digital set up an attribution study to measure the impact of the Streaming Audio vs. TV campaign.

## How Katz Digital met that objective:

Katz Digital worked with the agency, the political consultant and Audio attribution leader, Veritonic. Major KPIs were measured for campaign lift from our Audio Streams' ads, compared to the candidate's TV campaign.

## The Result:

Katz Digital's Audio streams created significant lift at each stage, *exceeding*

*TV in all major KPIs!*

- **Awareness: +67% lift**  
(exceeding TV by 11%)
- **Favorability: +138% lift**  
(exceeding TV by 23%)
- **Intent: +100% Lift**  
(exceeding TV by 19%)



Audio  
Streaming  
Equaled or  
Exceeded TV  
in every KPI