

# The Leading Mobile Telecom partners with Katz Digital for winning results!

## Client Objective:

This leading Telecom is one of the nation's largest advertisers which already has significant brand awareness. This campaign's goal was to increase lower funnel intent-to-purchase for one of its specific products – their *pre-paid mobile service*.



## How Katz Digital met that objective:

This campaign ran on our massive streaming Audio network, where we used a combination of tactics including:

**Targeting:** This was targeted to local markets as well as to individuals who already had pre-paid mobile plans.

**Optimization:** The campaign was continuously optimized to the highest performing platforms.

**Attribution:** Veritonic was used to measure brand lift at various stages of the consumer funnel.



## The Result:

This campaign yielded exceptionally positive lift results, particularly impressive for such a well-known brand. It far exceeded the client's expectations!

- ✓ +5% lift in favorability
- ✓ +6% lift in intent

