

Katz Digital's CTV Marketplace Delivers for a Major Insurer

Client Objective:

A top 5 insurance company sought maximum penetration and brand lift utilizing Connected TV. Katz Digital leveraged its significant presence with this important Marketplace.

Measurement Success:

We partnered with attribution leader, UpWave, to measure the campaign's lift in awareness, consideration and intent on the campaign that rank on Katz Digital's CTV Marketplace.



Global Leaders in
Audience Curation,
Service & Performance

Campaign Results:

Katz Digital's CTV Marketplace created **significant lift** at each stage of the consumer funnel, exceeding the benchmarks significantly!

Awareness

+12% Lift

More than 300% greater than UpWave's benchmark! Since this is a Top 5 insurance company, an awareness lift was not expected.

Consideration:

+21% Lift

More than 100% greater than the benchmark!

Purchase Intent:

+14% Lift

More than 100% greater than the benchmark!