

Katz Digital drives success for a Sports Entertainment giant

Client Objective:

The leading multinational Sports Entertainment Company wanted to increase reach & broaden awareness to acquire paid membership and app downloads. This major Sports Entertainment Company was seeking creative new ways to reach potential users across streaming and podcasting. Their service costs \$60/year and their goal was to acquire new customers at a \$60 cost-per-acquisition.



How Katz Digital Met That Objective:

Utilizing our advanced targeting tools, we executed the following strategy:

- 1. DAI:** We applied dynamic audio ad insertion using both Male & Female voiced creative to target specific sports, then layered behavioral targeting to those sports fans
- 2. Second Screen:** Implemented a second screen display re-targeting tactic to remind those who originally heard the ads to re-engage
- 3. Optimized** performance and determined conversions most occurred the late afternoons/weekends and dayparted ads served accordingly.

The Result:

This campaign exceeded all audio benchmarks and saw a steady rise in performance each month. The cost per acquisition ultimately was \$3 – which was 95% lower than their stated goal of \$60 per acquisition. This campaign ultimately reached nearly 5 million Americans at a cost of \$.04 per person reached.

4.6 Million
Highly Targeted
Consumers
reached

\$3 CPA
95% lower
than goal!