

PodKatz Turns Listens into Lasting Votes

Podcasting was the Secret Weapon of 2024 Elections

Campaign Goals:

In 2024, two political campaigns set out to harness the influence of Podcasts- paired with precise geo targeting and audience segmentation- to connect with registered voters.



Campaign Results:

Federal Election Campaign

Solution: The campaign activated PodKatz to reach registered voters with precision- leveraging curated political audiences and state-level targeting across premium Podcast content.

+21%

Awareness
of candidate

+100%

Favorability
of candidate

+100%

Intent to vote
for candidate

State Election Campaign

Solution: By tapping into PodKatz's unmatched scale and unique targeting, the campaign connected with key voters across the state- ultimately helping drive a winning outcome at the polls.

+52%

Awareness
of candidate

+106%

Favorability
of candidate

+84%

Intent to vote
for candidate