

# PodKatz Drove Significant Incremental Lift for a Major Public Health Initiative

## Client Objective:

A major public health initiative wanted to increase awareness and usage of a public-facing emergency hotline.

Three different groups were targeted: Teens/young adults, African-American Youth and their Parents/Guardians.



## How Katz Digital met that objective:

PodKatz by Katz Digital assisted this client with specific messaging by: creating and producing messages, tapping into our publishing partners and creating a four-week test campaign that was measured by Veritonic, providing a full range of consumer funnel KPIs.

A full range of podcast genres were used to provide maximum reach of these three unique targets.

## The Result:

This campaign produced exceptional incremental lift with outstanding KPIs from awareness through advocacy.

- +115% lift in Awareness!
- +14% lift in Favorability!
- +51% lift in Advocacy!

This client subsequently renewed before the campaign even finished!

+115%  
Lift in  
Awareness!

+ 51%  
Lift in  
Advocacy!