

# Covatic Retargeting: Driving Omnichannel Action for Cancer Research Race For Life

## The Brief

Leverage Covatic-powered data to segment users exposed to the charity's digital audio ads and retarget them across publisher display placements.

## The Results

This retargeting campaign achieved remarkable success, delivering 5.1M audio ad impressions, segmenting 900K unique listeners, and generating 1.9M display ad impressions, leading to over 2,700 clicks to the charity's donation page.

**5.1m**

Targeted digital audio advertising impressions

**900k**

Unique listeners segmented

**1.9m**

Retargeted display advertising impressions

**2.7k**

Clicks through to Charity donation page

**133%**

Increase in CTR vs Publisher benchmark