

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