



MTM CASE STUDY:

# Consumer Tech

## OBJECTIVE

A global tech company sought to increase awareness and purchase intent for a new consumer product.

## SOLUTION

Megaphone targeted in-market podcast listeners across key demographics.

## RESULTS

A third party study demonstrated that the campaign successfully reached its goals, delivering a sizeable increase in both brand preference and purchase intent.



**3.5x lift**  
in brand recall



**24% lift**  
in brand preference



**13% lift**  
in info seek intent



**10% lift**  
in purchase intent

