

# The leading QSR partnered with Katz Digital to drive store visits and sales

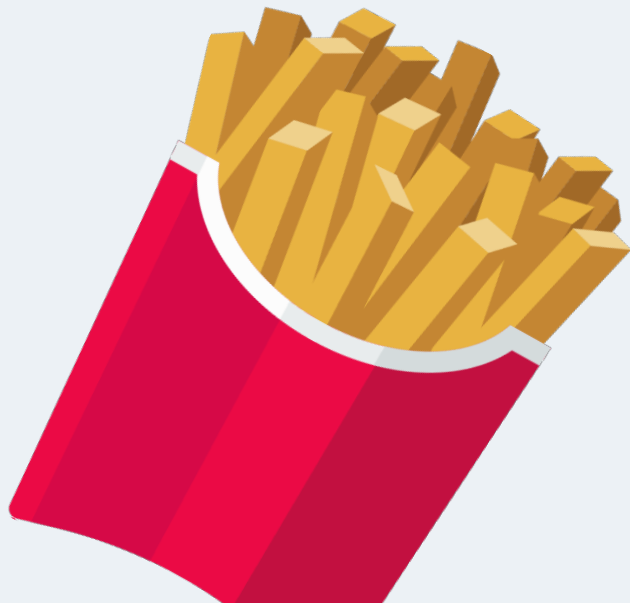
## Client Objective:

One of the top QSR chains wanted to drive location visits and increase consumer spending during Q1 2021 at the tail end of the pandemic.

## How Katz Digital met that objective:

We partnered with attribution leader, Placed, to measure foot traffic and attribution KPIs. This was a nationwide campaign that had the additional challenges of running at the tail end of the pandemic.

**Placed.**



## The Result:

For a spend of only \$30,000, Katz Digital's campaign generated nearly 100,000 location visits, a behavioral lift of 14% and nearly \$1 Million in Revenue! All campaign KPIs far exceeded Placed norms.

27:1

Return on  
Ad Spend

Nearly  
\$1 Million  
Revenue



**PodKatz**  
BY KATZ DIGITAL

**KATZ** DIGITAL