

QSR leader partners with Unidos to drive store visits & sales

Client Objective:

Top national QSR chain sought to increase Hispanic customer in-store visits and spending as the country reopened at the end of the pandemic.

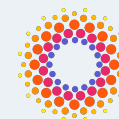
How Unidos by Katz Digital met that objective:

We partnered with location attribution leader, Placed, powered by FourSquare. Through a nationwide campaign, we measured conversion of our audience into store visits and produced attribution KPIs.

Placed.

The Result:

This campaign exceeded the client's expectation! Over the measured portion of the flight, Unidos generated nearly one million location visits and \$6½ Million in in-store revenue all at an astounding 9 cents per visit (70% below the norm)! All measured campaign KPIs far exceeded Placed norms.



UNIDOS
BY KATZ DIGITAL

