

# Auto Aftermarket leader partners with Unidos to drive store visits & sales

## Client Objective:

Top automotive aftermarket chain sought to increase Hispanic customer in-store visits and spending in select markets across the country.

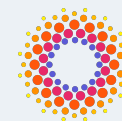
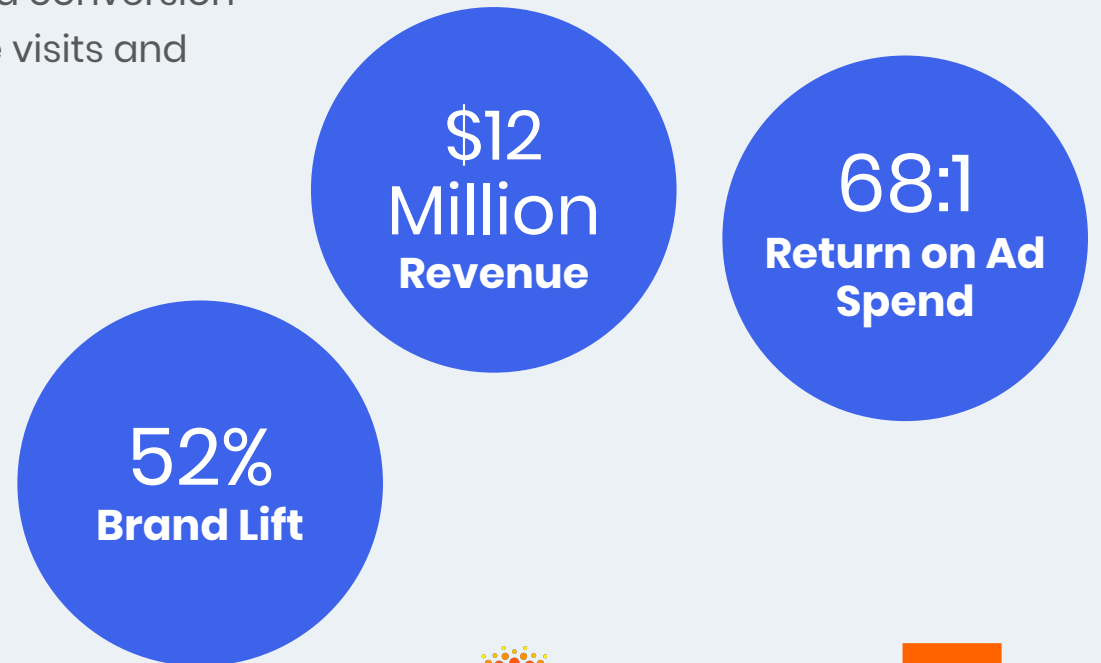
## How Unidos by Katz Digital met that objective:

Through our partnership with location attribution leader, Placed, powered by FourSquare, we measured conversion of our audience into store visits and produced attribution KPIs.

Placed.

## The Result:

This campaign exceeded client expectations! Over the measured portion of the flight, Unidos generated an estimated \$12 Million in sales revenue, an ROAS of 68:1 and a 52% Brand Lift! All measured campaign KPIs far exceeded Placed norms.



**UNIDOS**  
BY KATZ DIGITAL

