

Major Specialty Retailer successfully expands Katz Digital partnership

Client Objective:

This retailer continues to expand their partnership with Katz Digital after previous successful campaigns. This multi-market campaign was geo-targeted to store locations with the goal to measure in-store foot traffic and consumer spend. The campaign was 2 weeks, supporting pre-July 4th 2021 shopping.



How Katz Digital met that objective:

We ran a combination of tactics including:

1. Endemic Content:

We leveraged the immense scale of our Audio Anywhere offering including Broadcast Streams, Spotify and PodKatz.

2. Geo-Targeting Segments:

Geo-targeted to this retailer's locations.

3. Real Time Optimization:

Optimized continuously to highest performing audio platforms and geographic segments.

4. Attribution:

Placed by Foursquare was used to measure foot traffic and actual purchases from this consumer traffic.



The Result:

Results were phenomenal, far exceeding client expectations. There was a significant increase in foot traffic due to Katz Digital's campaign. Further, the positive results achieved by this Katz campaign produced far better sales than any previous campaign. With half the impressions of the previous campaign, this one produced double the sales! Impressive KPIs included:

- ✓ 12% Brand Lift, which Placed noted was exceptionally higher than competitors.
- ✓ \$15.5 Million in Consumer Spending based on Katz campaign traffic, producing a 90:1 ROAS.

