

Katz Digital drives success for a Major eCommerce giant

Client Objective:

Valentine's Day Sales: One of the most recognized digital retailers wanted to drive traffic to their online store for Valentine's Day. This online store wanted to optimize their media in order to only reach the most qualified listeners with relevant messaging and break through Valentine's Day ad clutter.



How Katz Digital met that objective:

To break through the online clutter pre-Valentine's Day, we determined that a **highly targeted campaign** was ideal for top-of-mind awareness to the target. We employed a high impact, data driven, audio solution with consumer lifestyle targeting. By leveraging our immense scale, we created a custom audience segment of the retailer's target to ensure this campaign was optimized to only reach qualified consumers. And, to amplify the message, we used an Offer Code to ensure these spots were driving and measuring sales.

The Result:

This Audio-First media strategy that utilized our immense scale to be able to target a qualified customer was immensely successful!

This Katz Digital campaign produced:

- ✓ An average cart value of \$78
- ✓ An ROI of 2:1

