

Katz Digital drives success for a B2B retailing giant

Client Objective:

One of the largest B2B retailers reached out to us for guidance on utilizing the power of audio to drive incremental traffic to their physical stores.

How Katz Digital met that objective:

We tailored our premium supply to their specific needs, and to verticals of **Business, News & Tech**. We then used FourSquare/Placed attribution technology to measure incremental lift and visits.



The Result:

- Katz Digital was the TOP performing partner in incremental lift (**20.4% Lift**).
- We also reported the lowest overall Cost Per Incremental Visit at \$8.78 ... which was 2/3rds lower than the next highest CPIV.

#1 Brand
Lift Partner

Record
low CPIV
(Cost per
incremental visit)