

Katz Digital drives revenue for a Tax Preparation provider

Client Objective:

Drive traffic to this tax preparation service's site during the competitive tax season and upsell visitors into their multiple tiered paid service.

How Katz Digital met that objective:

We utilized our immense scale and targeting capabilities to deliver leads to their site.

Katz turned to our attribution partner, Artsai, to measure campaign conversions and other KPIs.



The Result:

Drove increases in conversions throughout the campaign producing a rate 85% higher than B2C norms and generating an estimated revenue of \$1.5 million with an ROI of 7 to 1.



\$1.5 Million
Revenue

+85%
Conversion rate
greater than
the norm