

Katz Digital drives ticket sales for a major Theme Park

Client Objective:

A major family Theme Park wanted to drive traffic onto the website to promote their first holiday opening in 2 years.

How Katz Digital met that objective:

Katz Digital tapped into its immense audience and targeting capabilities to deliver traffics to their site.

Katz partnered with attribution specialist, Artsai, to measure campaign conversions and various KPIs.



The Result:

Impressions converted at an impressive rate – 83% higher than the industry average.

+83%

Conversion rate
greater than
the norm