

Katz Digital drives online and in-person traffic for Casual Dining Leader

Client Objective:

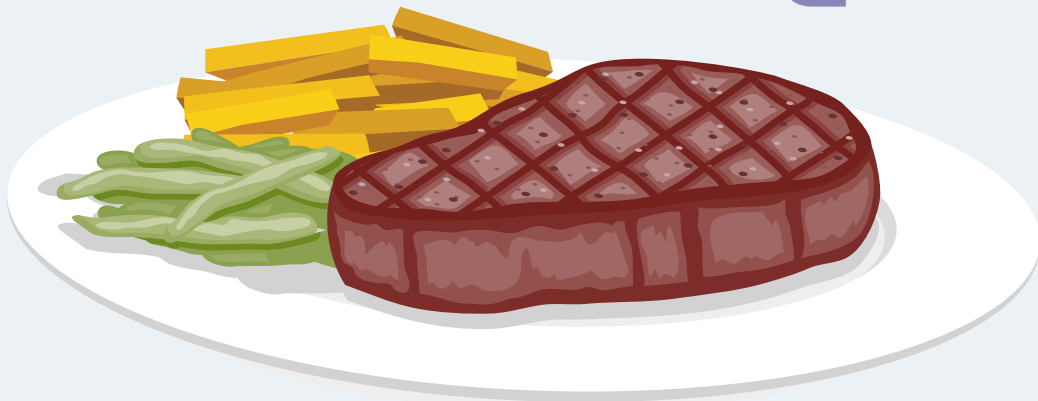
Top national casual dining chain sought to increase both online ordering, BOPUS and in-restaurant dining as the country reopened in 2022. 1Q22 and 2Q22 buys were made in key markets and results of each quarter were compared.

How Katz Digital met that objective:

We partnered with two leading attribution companies – Placed, to measure foot traffic and Artsai, to measure online activity. We measured our audience conversions of both online orders and store visits and compared the two quarters to determine changes to KPIs.

Placed.

artsai



The Result:

This campaign exceeded the client's expectation! After an impressive Q1, KPIs more than doubled in Q2!

- In-restaurant visits more than doubled!
- Behavioral lift nearly doubled!
- Online conversions more than doubled!
- Revenue generated more than doubled!
- ROAS grew significantly!

14.7%
Behavioral Lift *up*
71% from Q1 to Q2

20.9
ROAS
up 57% from
Q1 to Q2