

QSR leader partners with Katz Digital to drive store visits & sales

Client Objective:

Top national QSR chain sought to support and grow customer in-store visits and spending as the country continues to reopen at the end of the pandemic.

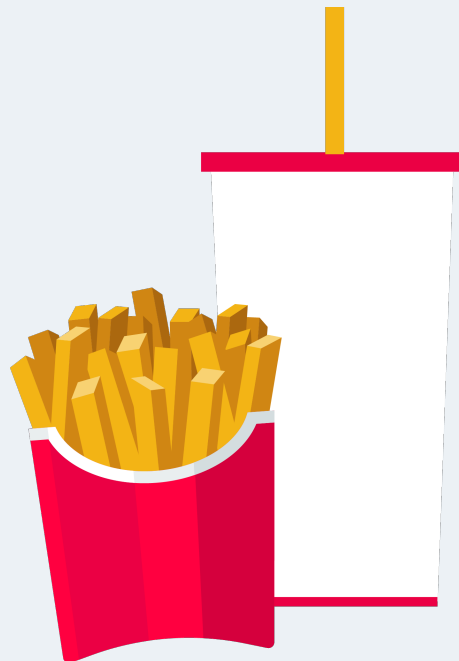
How Katz Digital met that objective:

We partnered with location attribution leader, Placed, powered by FourSquare. Through a nationwide campaign, we measured conversion of our audience into store visits and produced attribution KPIs.

Placed.

The Result:

This campaign exceeded the client's expectation! Over the measured portion of the flight, Katz streams generated nearly two million location visits, \$16 Million in in-store revenue, at an astounding 11 cents per visit (an impressive 65% below the norm)! All measured campaign KPIs far exceeded Placed benchmarks.



11¢
Cost per
store visit

\$16.1
Million
In-store
Revenue

82:1
Return on Ad
Spend