

Katz Digital drives Casino Visits for Leading Gaming Company

Client Objective:

Top national Sports Betting/Casino Gaming company sought to support and grow customer in-store visits and spending for one of their premier locations with an 8-week audio streaming campaign.

How Katz Digital met that objective:

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



The Result:

This campaign exceeded the client's expectation! Over the 8-week flight, Katz streams generated over 26,000 visits to this single location at a cost per visit substantially below Placed norms. Most impressive was the campaign generated a Behavior Lift of 32% -- that's 10 times greater than the Placed norm for the Travel & Tourism vertical!

