

Katz Digital drives in-store traffic for leading home furnishings retailer

Client Objective:

This top national home furnishings retailer is a consistent advertiser with Katz Digital. Their impression levels vary by quarter to match the seasonality of the sales within this sector.

How Katz Digital met that objective:

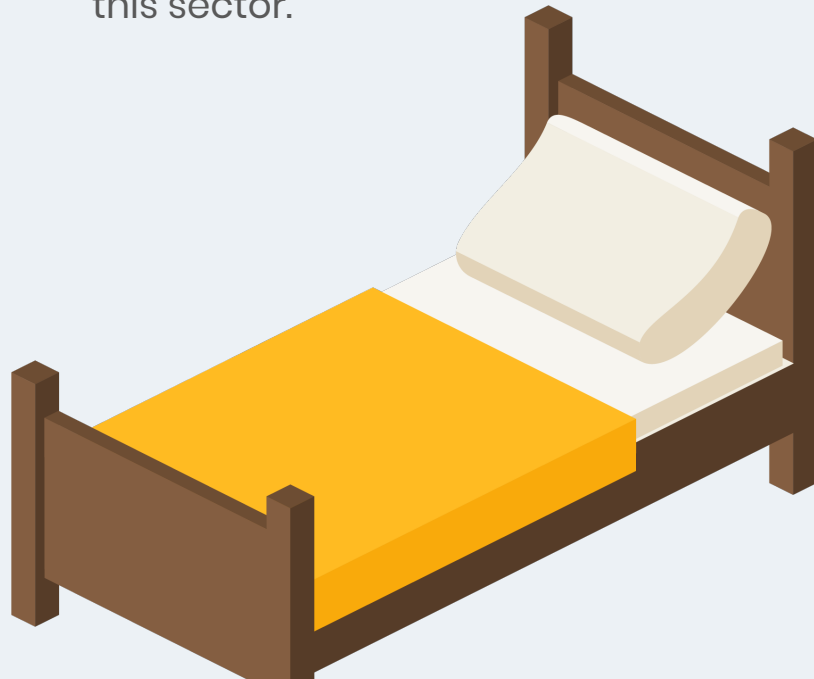
We partnered with foot traffic leading attribution companies, Placed, to measure shoppers' store visits. We consistently use Placed to measure the activity for each quarter's campaign and monitor any changes to KPIs.

Placed

The Result:

This campaign continues to exceed the client's expectation! **KPIs improve in each quarter!**

- Conversion rate has nearly tripled across the 3 measured quarters
- Cost per store visit has decreased by 2/3rds!
- With nearly the same number of impressions served, store visits have nearly tripled from the first to the third quarter measured!
- 67.8 ROAS – which has grown significantly!



+183%
Conversion rate
growth

Tripled
In store visits
growth

68:1
ROAS
up 189%