

# Leading Health & Wellness company enlists Katz Digital to maximize sales

## Client Objective:

This major purveyor of wellness procedures was seeking to support and grow online queries that would lead to sign ups for their procedures in franchisees' offices.

## How PodKatz by Katz Digital met that objective:

We partnered with online attribution leader, Artsai. Through a nationwide campaign, we measured conversion of our audience into online visits and produced attribution KPIs.



## The Result:

This campaign exceeded the client's expectation! Over the measured portion of the flight, Katz streams delivered an impressive number of online events.

- Nearly 80,000 conversion events
- 69% of those people who clicked through became actual leads, filling out forms to sign up for this procedure

