

Leading eCommerce Apparel website enlists PodKatz to maximize online sales

Client Objective:

This major eCommerce Apparel website was seeking to support and grow online visits and purchases for the holiday season.

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 purchases 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.

- 4.2% of the online click throughs converted to buyers
- This conversion rate was four times higher (+428%) than the podcasting norm!

4.2%
Converted to
buyers

+428%
Greater than the
podcasting
benchmark