

Major Supermarket chain tests location attribution with Katz Digital, sees enormous gains

Client Objective:

To showcase this supermarket chain's competitive pricing, locally sourced food and reward points. The ultimate goal was to drive foot traffic / on-site visits from younger families looking to provide healthy meals.



How Katz Digital met that objective:

Our immense scale gave us the ability to target custom geographies around the supermarkets within this chain. Katz partnered with Foot Traffic Attribution Leader, Placed/ Foursquare to measure in-store visits and attribution KPIs. Results were phenomenal!

The Result:

For a modest test-level adspend, Katz Digital generated over 700,000 in-store visits and an estimated \$28.5 Million in revenue – all at a cost per store visit that was less than 10% of the typical cost for the Grocery category.

