

# Major Home Improvement retailer partners with Katz Digital to increase nationwide sales

## Client Objective:

Major Home Improvement Retailer looked to increase awareness with U.S. homeowners.

## How Katz Digital met that objective:

Katz Digital, America's #1 Digital Audio Offering, provided the scale needed to extend the retailer's messaging nationwide. Katz partnered with Attribution Leader, Placed, to measure in-store visits and attribution KPIs. Results were phenomenal—showing significant foot traffic increases and brand lift with an astonishing ROAS!

## The Result:

Katz Digital's campaign generated over ½ million store visits and \$7.5 Million in revenue for this retailer with a 42% brand lift. All campaign KPIs far exceeded Placed norms.

**125:1**  
Return on ad  
spend

**\$7.5 Million**  
Revenue  
generated

