Major national retail chain uses Katz' scale and tech capabilities to define regions

Client Objective:
Major national retailer wanted to optimize their female shopper targeted ad campaign by hyper focusing key regions aligning with store locations.

How Katz Digital met that objective:
Katz delivers the largest digital audio footprint with the ability to hyper focus on any region. In this case, a heavy up in the South and West regions were the client targets. The geographical distribution of impressions aligned with store locations, proving crucial for in-store traffic and BOPIS (buy online, pick up in store) shopping.

The Result:
Katz Digital's ad tech provided a regional solution to a national retailer with 100% + delivery in all regions. Ad tech delivered the female shopper during specific shopping hours with an emphasis on driving traffic in store and online.

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