

# Major national retail chain uses Unidos scale and tech capabilities to define regions

## Client Objective:

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

## How Unidos met that objective:

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

