

High end D2C online retailer partners with Katz Digital for winning results!

Client Objective:

The advertiser was a high end D2C home furnishings company with products that retail for \$1500 on average. This was a 6 week, performance-based Audio campaign with careful tracking of results.



How Katz Digital met that objective:

Katz Digital, America's #1 Digital Audio Offering, provided the scale needed to target potential purchasers of this high end product.

- **3rd Party Targeting** isolated 4 likely-to-purchase audience segments. Katz continuously optimized throughout the campaign toward the highest performing segments.
- **Attribution:** Artsai was used to measure drive-to-site and actual shopping cart activity of this campaign.

The Result:

The Artsai tracking informed the continuous optimization against the targeting segments. This yielded a positive trend in items sold throughout the campaign. Ultimately this yielded an amazing sales result for this D2C advertiser of over:

9:1
Return on
ad spend

\$1/4
Million
sales