

Restaurant Chain partnered with Katz Digital, driving visits and sales during the COVID pandemic

Client Objective:

Major QSR chain wanted to drive location visits and increase consumer spending during Q1-Q2 2020. More than half of the campaign included COVID affected months (March-June 2020).



How Katz Digital met that objective:

We were the sole media for this campaign and utilized our entire audio portfolio. We partnered with attribution leader, PLACED to measure foot traffic and attribution KPIs. The campaign had additional challenges as it ran throughout the COVID pandemic but we responded with copy changes and real time optimization as restrictions hit the food service industry.

The Result:

For a spend of nearly \$1 Million, Katz Digital's campaign generated nearly 6 million location visits. Even throughout the height of the COVID pandemic we drove customers to these restaurants with huge overall sales results, proving our network was able to move customers despite COVID's challenges! All campaign KPIs far exceeded Placed norms.

\$72 Million
Revenue

108:1
Return on Ad
Spend