

## Case Study

# Katz Digital's Audio Streams yield \$3 million in sales for a Big Box Retailer!



### Client Objective:

A major Big Box store partnered with Katz Digital to produce more in-store traffic and enhance consumer interest in its diverse array of both name brand and private label products. It enlisted Katz Digital because of our immense scale along with our targeting capabilities, which enable us to target and deliver the right customers in specific DMA's.

### How Katz Digital met that objective:

With a combination of our massive network of Audio streams, we used several tactics including:

**Targeting:** Geo-targeting to specific DMA's, using the Katz Streams, We also contextually targeted to deliver potential customers, using the appropriate audio genres.

**Attribution:** We partnered with Commerce Signals from TransUnion, a data and attribution leader, to examine incremental sales lift from this retailer's shoppers.

**Commerce Signals**  
A TransUnion® Company

### The Result:

This campaign yielded exceptional incremental sales and lift scores, *far exceeding client expectations!*

These amazing results included –

- **\$3 Million** in consumer spend attributed to this campaign
- **3% Sales lift** – a very strong score for a well-known retailer!
- **8% Lift** in New Customers
- **12:1 Return on Ad Spend**

**ROAS  
12:1**

**\$3 Million  
in consumer sales**