

Katz CTV

Turning Views into Online & In-Store Visits

Client Challenge:

A leading QSR chain sought to increase online orders and drive more in-store foot traffic.

Katz CTV + Digital Audio Solution:

Leveraging Katz Intelligence Manager, we re-targeted key audiences across our omni-channel platform.

To ensure measurable success, we partnered with Claritas for web lift and Foursquare for foot-traffic.



Campaign Results:

WEB TRAFFIC:

5x
Claritas'
Benchmark

Conversions per thousand outperformed Claritas' benchmark by five times.

13%
YoY Increase:

Web traffic conversions soared with the addition of CTV.



FOOT TRAFFIC:

7x
Conversion
Boost:

Foot traffic saw an incredible sevenfold increase from previous quarter.

