

A Katz Digital campaign generated huge revenue growth for a major Haircut chain!

Client Objective:

A major national Hair cutting chain wanted to increase foot traffic to their locations and determine the potential impact that a 1-month campaign made on sales and brand lift.

How Katz Digital met that objective:

Through careful choices of our diverse roster of streams, combined with geo-targeting, tagging and optimization, we were able to meet this valued client's needs.

We partnered with Placed, powered by Foursquare, to determine activity in the retail location that resulted from this Katz Digital campaign.



The Result:

This campaign exceeded all the client's expectations!

- There were **236,000 consumer visits** generated by this Katz Digital campaign
- An impressive **22.4% Brand lift** was seen
- This campaign generated **\$5.5 Million in revenue !!**
- **ROAS** was an impressive **\$18.8 to \$1**

\$5.5
Million
in Revenue

ROAS of
\$19 to \$1

