

A Katz Digital campaign generated huge sales uplift for a major Home Furnishings chain!

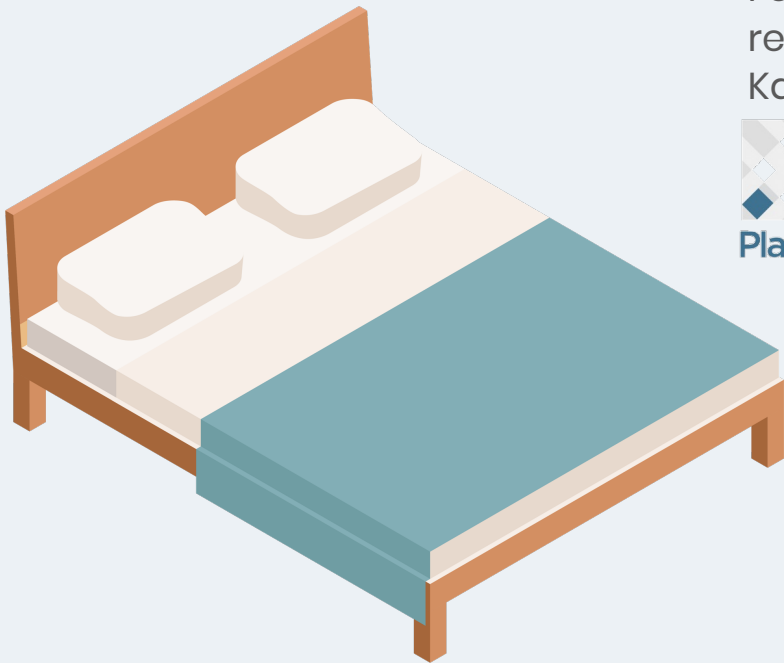
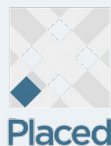
Client Objective:

A major national Home Furnishings chain wanted to increase foot traffic to their locations and determine the potential impact that a 3-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 **265,000 consumer visits** from this Katz Digital campaign
- A **2.7% Brand lift** was seen
- This campaign generated **\$177 Million** in sales !!
- **ROAS** was an impressive **\$382 to \$1**

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**ROAS of
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