

Katz Digital, Unidos and United campaigns create huge brand lifts for a Casual Dining Chain !

Client Objective:

A major national casual dining chain wanted to increase foot traffic to their locations as well as their ordering online for curbside pick up.

This client also wanted to test five creative executions against three sets of target customers: general market customers, Hispanic customers and African American customers.



How Katz Digital met that objective:

There were 3 target demographics and 3 Katz Digital platforms used. Each target had five different creative executions to test. The complex tagging and tracking was undertaken, along with optimization during this 3-month campaign.

We partnered with Placed, powered by Foursquare, to determine the foot traffic driven to each restaurant location. Artsai was also enlisted to judge the BOPIS purchases from this complex campaign.



The Result:

This campaign was successful on all platforms !

- **\$14 Million** in revenue was generated and an overall **ROAS of \$80 to \$1!**
- Overall **Behavioral Lift of 25%** was seen! There was a **53% lift on our Unidos**, Hispanic-targeted platform and a **40% lift on United**, our African-American-targeted platform!

✓ 25% General Market Lift

✓ 53% Unidos Lift

✓ 40% United Lift

**\$14 Million
in revenue**

**\$80 to \$1
ROAS**

