

Katz Digital Creates Huge Revenue Growth 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 on the Katz Digital Streams.

How Katz Digital met that objective:

The five different creative executions that were being tested were set up with complex tagging and tracking and the 3-month campaign was carefully optimized.

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 !

- **\$7 Million** in revenue was generated
- The **ROAS was \$127 to \$1!**
- **Behavior Lift of 14%** was seen! One creative execution saw a 220% lift!

14%
Behavior
Lift

\$7 Million
in revenue

\$127 to \$1
ROAS

