

United from Katz Digital creates impressive brand lift 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 United by Katz Digital African-American targeted Network.



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 !

- **\$2.8 Million** in revenue was generated
- The **ROAS was \$44 to \$1!**
- A **40% Behavior lift** was seen !

