

A PodKatz campaign created a 30% Brand Lift for a major QSR Sandwich chain!

Client Objective:

A major national QSR sandwich chain wanted to increase foot traffic to their locations and determine the potential impact that podcasting made on its in-restaurant traffic, using a 3-month campaign.

How PodKatz from Katz Digital met that objective:

Out of our roster of nearly 300,000 podcasts, we were able to select the appropriate podcasts using our extensive podcasting data as well as vetting by our partner, Barometer, to determine Brand suitability for this client.

We partnered with Placed, powered by Foursquare, to determine the foot traffic driven to each restaurant location that was a result of this PodKatz campaign.



PodKatz
BY KATZ DIGITAL

The Result:

This campaign exceeded all the client's expectations!

- Foot traffic was impressive with a strong conversion rate!
- This resulted in nearly **\$1 million** in revenue to this client and an **ROAS of 12.5 to 1!**
- An impressive **30% Brand Lift** was achieved – this is five times greater than the Placed benchmark for this important KPI!

Nearly
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30%
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