

Leading “Big Box Store” partners with Katz Digital for winning results!

Client Objective:

Build foot traffic and purchases for this major retailer ... a “Big Box Store.” Target customers were specifically in this retailer’s major DMAs.



How Katz Digital met that objective:

We ran a combination of tactics including:

1. Endemic Content:

We leveraged the immense scale of our Audio Anywhere offering including Broadcast Streams, Spotify and PodKatz.

2. Geo-Targeting Segments:

Geo-targeted to this retailer’s locations.

3. Real Time Optimization:

Optimized continuously to highest performing audio platforms and geographic segments.

4. Attribution:

Placed by Foursquare was used to measure foot traffic and actual purchases from this consumer traffic.



The Result:

The Placed research revealed the exceptional results of this campaign! Foot traffic to these stores increased markedly on the Katz Digital streams and the campaign yielded:

- ✓ 2.5 Million Store Visits for only 9 cents per visit (77% less than the Placed benchmark for this vertical)
- ✓ \$22.3 Million in Revenue
- ✓ An ROI of an impressive 650 to 1!

ROI of
650 to 1

\$22.3
Million
Revenue