PodKatz drove in-store traffic for a Supermarket Conglomerate's brands

Client Objective:
This top national supermarket conglomerate wanted to measure the success of a podcasting campaign for their two major brands: their premium supermarket brand which targets affluent consumers, and their mainstream brand which targets price conscious shoppers.

How PodKatz met that objective:
We partnered with the leading foot traffic attribution company, Placed, to measure shoppers' store visits to each of the two supermarket chains and compare the impact of our PodKatz campaign to their KPIs.

Placed.

The Result:
This PodKatz campaign produced **$26.5 Million** in consumer spending with strong improvements to all other KPIs for each supermarket brand:

- **The premium brand** reported a phenomenal foot traffic rate with a cost-per-visit that was 33% better than benchmarks. It generated $13.5 Million in revenue with an ROAS of 343 to 1.

- **The mainstream brand** also generated strong foot traffic with a solid improvement over benchmarks, $13 Million in revenue and an ROAS of 332 to 1.

343:1
ROAS for premium brand

$26.5M
In Revenue

332:1
ROAS for mainstream brand

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