

BUTCHER SHOP TARGETS HOLIDAY GROCERY SHOPPERS

OVERVIEW

A deli and meat store wanted to target grocery shoppers looking to cook specialty and holiday meals. They enlisted our help to utilize new geo-fencing with conversion zones technology and several other programmatic tactics to target relevant consumers and track online-to-offline conversions.

SOLUTION

The team and the advertiser developed a comprehensive strategy of geo-fencing with conversion zones, keyword search retargeting, category contextual targeting, site retargeting, and mobile geo-optimization to reach relevant shoppers with intent-based data. The team built geo-fences around nearby grocery stores and specialty food stores, and drew a conversion zone around the advertiser's store to track online-to-offline conversions. After campaign launch, our multivariate algorithms made enhancements to improve campaign performance including optimizing keywords and category contextual elements, implementing frequency capping, and rotating creative to align with holidays.

RESULTS

To date, we have delivered a .21% CTR, more than doubling the campaign goal. Additionally, the advertiser has been able to measure geo-fence conversions.

2X+

CAMPAIGN GOAL

CATEGORY
GROCERY

CAMPAIGN
GOAL
.1% CTR

CAMPAIGN
RESULT
.21% CTR