

GROCERY STORES PRODUCES CONVERSIONS

CHALLENGE

A regional grocer was looking to win business away from competitor brands and increase traffic into its stores. They enlisted our help to utilize new geo-fencing with conversion zone technology and other targeting tactics to more precisely reach their intended audience, drive up CTR and track offline conversions.

SOLUTION

The team developed a comprehensive strategy of geo-fencing with conversion zones to target competitor locations and track offline visits to their own stores. The campaign also featured search retargeting at the keyword level, category contextual targeting, geo-optimization and pre-roll video elements to reach the advertiser's intended audience. After launch, our multivariate algorithms worked to further optimize the campaign by implementing frequency capping and adjusting keywords to extend reach to the target audience. Creatives and budgets were adjusted throughout to maximize the highest performing tactics.

RESULTS

Through multiple tactics and post-launch optimizations, we were able to deliver a .09% CTR. Further, the geo-fencing tactic resulted in 564 offline conversions (individuals who saw an ad and then visited the store).

564

GEO-FENCE
CONVERSIONS

CATEGORY
GROCERY

CAMPAIGN
LENGTH
2 MONTHS

CAMPAIGN
RESULT
.09% CTR