

CASE STUDY: FOOD & BEVERAGE

Family-run grocery & pharmacy ran a campaign to compete with big box stores coming into their market.

Included multiple display ad sizes.

Family-run grocery & pharmacy wanted to promote their family-friendly approach to their service lines.

Goals included in-store foot traffic and traffic to their website. All creative had messaging to compete with big box stores around shorter lines and better customer service. Targeting tactics included run of network (RON) to cast a wide net in the geographical area, geofencing big box stores to promote shorter wait times, audience targeting to grocery & pharmacy shoppers, coupon clippers and parents, contextually targeting shopping, couponing or parenting and site retargeting.

Creatives: Multiple display ad sizes

Geofenced
Competitive
Grocery
Stores

0.17%
CTR

0.07%
Above Industry
Standard