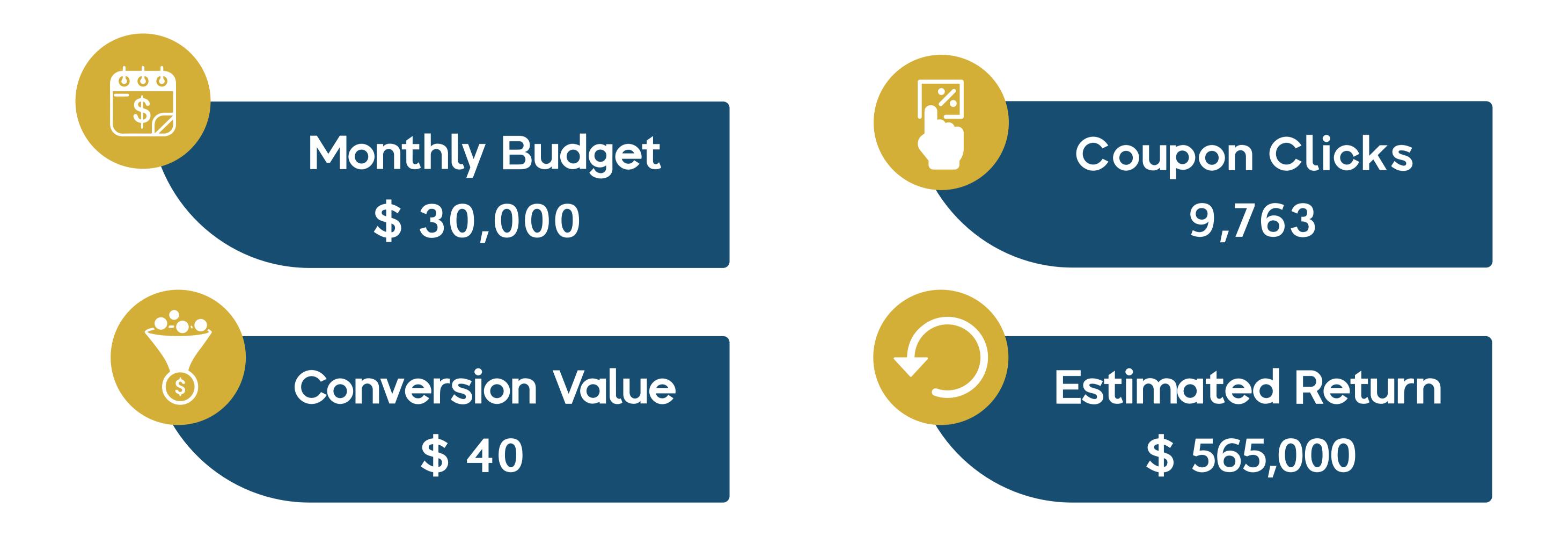


Scenario

A grocer wanted to drive awareness for their stores by advertising weekly sales by targeting food and coupon shoppers that live near each of their locations. This campaign had a 1+ year timeframe.

Results

Our Digital Advertising Team geo-targeted **5 miles** around each store and delivered display ads to an audience who regularly used coupons to shop for groceries in order to influence views and clicks.



The campaign tracked 14,125 store visits by the 9,763 coupon clicks so each click resulted in ~1.45 store visits with an average purchase of \$40. The estimated return was the conversion value x 1.45.

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