

DIGITAL ADVERTISING CASE STUDIES



Grocery Retail Stores

Local Ads



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.



Monthly Budget
\$ 30,000



Coupon Clicks
9,763



Conversion Value
\$ 40



Estimated Return
\$ 565,000

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**.

Launch your Ad Campaign Today — Let's Grow Your Business!
BOOK A FREE CONSULTATION TODAY!

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