

CASE STUDY

Unique Omnichannel Media Mix Drives Online Sales and App Downloads for Grocer

SUPERIOR RESULTS

3,300+
MOBILE APP DOWNLOADS

\$2.96
AVERAGE COST PER
APP INSTALL

0.19%
DISPLAY CLICK-THROUGH
RATE*

*Similar targeting subject to data availability and applicable privacy regulations

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BACKGROUND

As the grocery chain introduced ecommerce services in stores, they set a goal to increase awareness, drive engagement and encourage downloads of its mobile app.

SOLUTION

The retailer chose Vericast's Digital Marketing solution to drive desktop consumers to the ecommerce landing page, and mobile consumers to either Apple or Android app stores.

The digital campaign coincided with an omnichannel campaign that targeted households with higher income and presence of children.

The grocer used a Focused Media Mix to reach a larger audience with a tailored message that would resonate with their target audience.

Cross-Device Display ad impressions were rotated every two-to-four weeks to ensure the target audience didn't experience message fatigue throughout the campaign.

Paid Search (Pay-Per-Click) captured consumers actively searching for brand-related terms, as well as those seeking food delivery and grocery ecommerce among others.

RESULTS

Vericast's unique blend of focused media resulted in 97.7 percent OTT video completion rates, 0.19 percent click through rate, and 37 percent conversion rate.

Many variables impact campaign success. The information is contained within this case study is provided for demonstrative purposes only. Vericast does not guarantee or warrant a particular level of success from a campaign.

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