

CASE STUDY

National Grocery Store Chain Increases Store Visits with Simpli.fi's Geo-Fencing Solution

Brand Overview

- National grocery retailer with more than 300 stores across the country
- Wanted to implement a location-based advertising strategy
- Goals to increase average purchase price and drive in-store traffic

Agency Overview

- Full-service agency serving multi-location brands
- Partnered with Simpli.fi for precise targeting and attribution
- Experts in brand strategy, creative development, and media planning/buying

Results

\$4.48

Cost Per Visit

119,448

Total Store Visits

24,236,670

Million Unique User Reach

MULTI-LOCATION GROCERY RETAILER TARGETS NEW AND EXISTING CUSTOMERS

Grocery shopping trends can vary greatly from state to state and even city to city. With more than 300 stores nationwide, a major grocery retailer recognized the opportunity to localize their advertising strategy to adapt to the needs of each market. This was particularly important during the COVID-19 shutdown, as the grocer dealt with operational challenges that greatly impacted foot traffic to their stores in different ways throughout the country.

Therefore, they turned to their advertising agency to run a strategic location-based advertising campaign to drive more business to local stores. The agency already worked with Simpli.fi on behalf of numerous clients to deliver efficient targeting and detailed foot traffic via Simpli.fi's Geo-Fencing technology and knew they could count on similar results.

Together, the brand, agency, and Simpli.fi developed a custom campaign to deliver localized execution on a national scale with a combination of Geo-Fencing, Addressable Geo-Fencing, and Search Retargeting. With a \$1 million budget, the strategy focused on two distinct goals: (1) increasing the average purchase price from current customers and (2) bringing in new customers. Ultimately, the grocer hoped to maximize reach in order to increase foot traffic to their stores at a low Cost Per Visit. The nationwide campaign spanned more than 300 stores in 58 DMAs and more than 2,100 zip codes.

ENCOURAGING CURRENT CUSTOMERS TO INCREASE AVERAGE PURCHASE PRICE

The first goal was to exclusively target current customers in order to increase the average purchase amount per shopper. The agency leveraged Simpli.fi's Geo-Fencing solution to build target fences around more than 320 of

the brand's store locations, ensuring they would only target active customers who had recently visited one of their stores. This allowed the advertiser to target local customers after they left the store for up to 30 days later.

To complement the Geo-Fencing portion of the campaign, the advertiser also used Keyword Search Retargeting to reach relevant grocery shoppers who were likely existing customers. The team implemented more than 9,000 keywords related to local grocery stores, superfoods, nearby markets, and more to target users who indicated an interest in groceries based on their online behavior. Simpli.fi's unique ability to bid and report at the keyword-level helped the team optimize the campaign mid-flight to focus on higher performing keywords, therefore eliminating waste and maximizing performance. With the combination of these targeting tactics and an even mix of display and pre-roll video creative, the advertiser reached

users across their devices including mobile, tablet, and desktop. The messaging promoted the wide variety of quality shopping goods available at each unique location.

REACHING NEW CUSTOMERS USING ADVANCED LOCATION TARGETING

With the campaign to target existing customers in place, the team turned their attention to driving new shoppers into stores. To achieve this, the agency used Simpli.fi's Addressable Audience Curation tool to build a custom household-level audience in strategic locations near the brand's stores by choosing from more than 500 demographic and offline variables. The agency and brand had a strong understanding of their target market and were able to build a custom audience that reflected their customer profiles.

Using the Addressable Audience Curation tool, they selected relevant

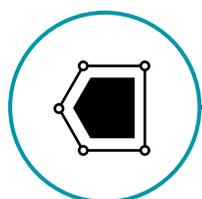
interests such as boating/sailing, camping/hiking, luxury living, fitness, gardening, and many more to identify 41 million addresses of users who live active lifestyles. Then, Simpli.fi's Addressable Geo-Fencing solution used GPS data paired with plat lines to match each address to the exact physical location, shape, and size of the property. The system automatically built a target fence around each property for targeting the individual households.

Simpli.fi also used Geo-Fencing to conquest competitors' shoppers by placing target fences on competitor stores to target those shoppers. Simpli.fi set up approximately 9,000 target fences around all competitors nearby each of the advertiser's stores, including large national brands and smaller local grocery markets. Additionally, Simpli.fi placed 329 Conversion Zones around the brand's stores to measure the number of targeted users who then visited one of their locations.

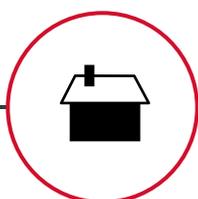
MEASURING SUCCESS ACROSS MULTIPLE LOCATIONS

With multiple targeting tactics in place for nearly 330 individual stores, Simpli.fi and the agency worked closely to manage thousands of localized promotions running simultaneously across the country. The agency used Simpli.fi's robust reporting capabilities to analyze and optimize the campaigns to consistently improve performance. Throughout the flight, the brand could measure the total number of visits and the overall Cost Per Visit broken out by each store, geo-fenced competitor locations, DMA, and more down to the ZIP+4 level.

Overall, the campaign was a success across the country. Simpli.fi achieved an average Cost Per Visit of \$4.48 with a high reach of 24,236,670 unique users. In total, the brand measured a combined 119,448 store visits resulting from the campaign.



Geo-Fencing
9,000
Target Fences



**Addressable
Geo-Fencing**
41 Million Addresses
Curated



**Conversion
Zones**
329 Store
Locations



**Keyword Search
Retargeting**
9,000 Keywords

Interested in using Addressable Geo-Fencing and Geo-Fencing for your next multi-location campaign?

Get in touch at hi@simplifi.fi, or contact your Simpli.fi representative.

Simpli.fi