

Case Study

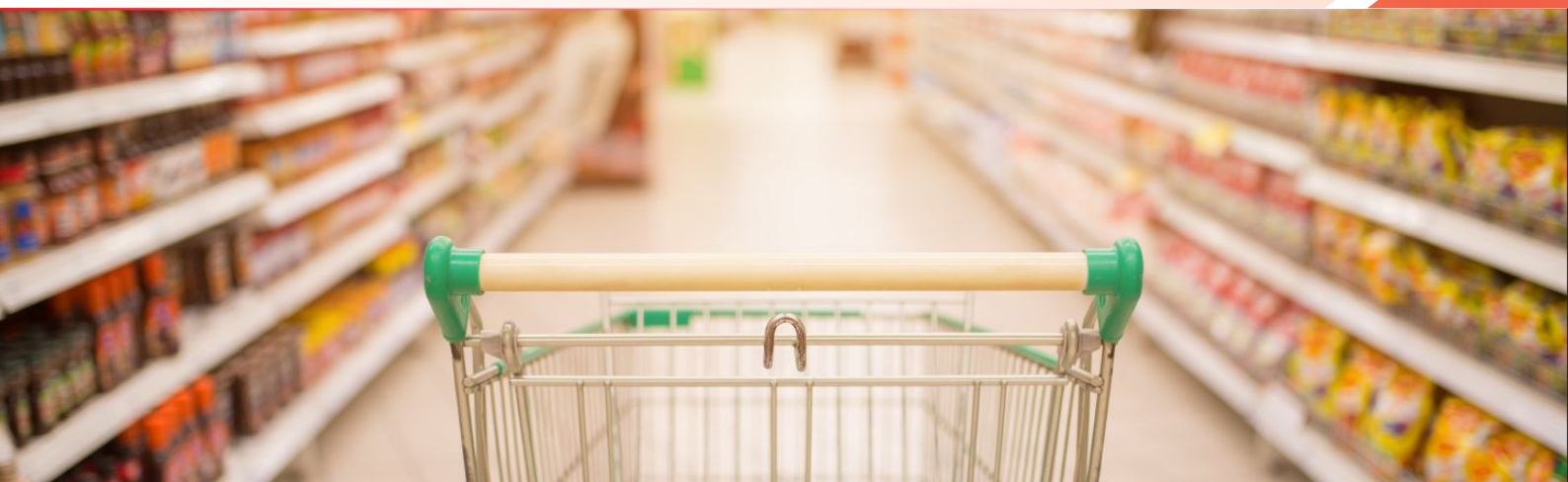
In-store foot traffic boost for a National Grocery store chain after re-opening



Industry: Food Retail

Company: National no-frills grocery store chain

Product: Geofencing, Walk-In Attribution, Digital Audio



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236

Walk-Ins

270,677

Completed Listens

80%

LTR

COMPANY PROFILE

The client is a national grocery store chain founded in 1977 operating about 50 no-frills stores across the country. A division of grocery giant Kroger, the company offers deeply discounted groceries, fresh produce, bakery and dairy items, ethnic foods, and meat in stores that average about 56,000 square feet. Select locations also include gas stations, photo processing, ATMs or banks, pharmacies, and organic and wellness services. Since the start of the pandemic, the company has taken proactive steps to protect the health and safety of customers including adjusted store operating hours, enhanced cleaning procedures, and physical distancing precautions.

CHALLENGES



Heavy Local Competition



Generating Brand Awareness

SOLUTIONS



Geoconquesting



Geofencing with Walk-In Attribution

CHALLENGE

The implementation of stay-at-home orders since March fundamentally altered consumer behavior with more and more shopping happening online. Grocery store foot traffic plunged during March and April, which was the onset of declining revenue for local grocery stores. While grocery stores are classified as essential businesses and reopening of the stores started to slowly bring back revenue, the pandemic had clearly disrupted normal operation and left its mark on the food retail industry. The client was finding it difficult to generate sufficient brand awareness to drive foot traffic to their stores after reopening since the lockdown. They were taking professionally recommended measures to provide a safe shopping experience for their customers, but this wasn't broadcasted to their local audiences, and they were losing customers to their competitors. They were starting to recognize that gaining back market share and keeping up with the local competitors was getting out of their hands.

OUR PROCESS

We devised a dual-channel strategy to reach local audiences using mobile geofencing and digital audio. The primary target audience was African Americans residing within a 4-mile radius of four main store locations. Geofences of a 5-mile radius were drawn around the grocery store locations.

The focal point of the campaign was to promote reopenings and point out store hours. We made sure the messaging illustrated the safe shopping experience offered by the grocery chain. Along with the mobile campaign, we also ran a geo-conquesting campaign to target shoppers at competitor stores in the vicinity and gain market share. Geofences were drawn around local Walmarts and other grocery stores in the area to capture their audiences with promotions and special deals. We implemented walk-in tracking to attribute foot traffic from the campaigns and measure the effectiveness of the ads. On top of it, we ran digital audio to make sure we reached audiences who were on the move by placing ads on in-stream radio.

RESULTS

The mobile geofencing campaign drove 136 walk-ins in the first month of the campaign, and the geo-conquesting campaign drove 100 customers from competitors' stores to the client's grocery store. The digital audio campaign boasts about 270,677 completed listens with an 80% listen-through rate and 15 clicks.

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