FOOD & DRINK CASE STUDY

Specialty Grocery Store: A Grand Opening That Paid Off

A full-funnel launch that brought new shoppers online and through the door.

OVERVIEW

Client
Family-run specialty grocery store

Campaign length
Five months

Geography
Large county on the East Coast

Total investment
$13,528

Products used
Programmatic Display, Device ID, Facebook & Instagram, Local SEO

OBJECTIVE

Launch a new, larger store with a deli, bakery, butcher shop, catering, and carry-out, reach new customer groups, and stand out from direct competitors.

6 days
to earn back the investment. The owner expected six months.

STRATEGY AND SOLUTIONS

We launched a full-funnel campaign as the store opened its new location. In the first month, **Display and Device ID** drove 576 website visitors with a **0.24% click-through rate**, about three times the national average for display.

Device ID brought 46 unique visitors into the store, for 88 total visits that month.

Our **Facebook** campaign drove 3,389 website visitors with a **6.47% click-through rate**, versus a Facebook average of about 0.9%, and earned 34 shares and 29 comments.



RESULTS

576
website visitors from Display and Device ID

3,389
website visitors from Facebook

46
unique visitors to the store

88
total store visits

> **"**The sales from our first month of opening surpassed my expectations. I expected a return on my investment within six months, but I got it in six days!**"**
>
> Grocery store owner. First-month results shown.

Results from a single advertiser; individual results vary.