

National supermarket sees over 2.7 million unique visitors through Device ID campaign



INDUSTRY
Food & Drink

PRODUCT
National Supermarket

ADVERTISING SOLUTION
Device ID

CAMPAIGN LENGTH
Two Months

Objective

The client wanted to increase foot traffic and sales at their store locations across the nation.

Challenge

Targeting store locations across the entire nation called for different tactics and creatives.

Solution

We recommended Device ID to capture foot traffic and conversions.

Results

Our Foot Traffic report showed over 2.7 million unique visitors to their stores nationwide over the 2-month long campaign!

Key Findings

Targeting visitors across the nation can be challenging, but with the right tactics and creatives, foot traffic and brand awareness will increase which will lead to more sales.