Wakefern
Case Study

Hyper-local footfall campaign for 3 **Wakefern-ShopRite** supermarket stores in New Jersey, USA.

Wakefern
FOOD CORP.®

Intro

Wakefern ShopRite

About

Shoprite is a retailers' cooperative of supermarkets with stores in six states: Connecticut, Delaware, Maryland, New Jersey, New York and Pennsylvania.

Campaign Goal

Footfall campaign - generating foot traffic to 3 shop-rite stores in new jersey. The client's expected cost per visit was around $20.

Campaign Audience & Targeting

📍 **Location:** Hyper-local targeting - 10 km radius around 3 shop-rite stores in new jersey. Footfall is all about location, showing our ads around the store and checking who saw the ad and visited the store after.

👤 **Age Rage:** 18 and above

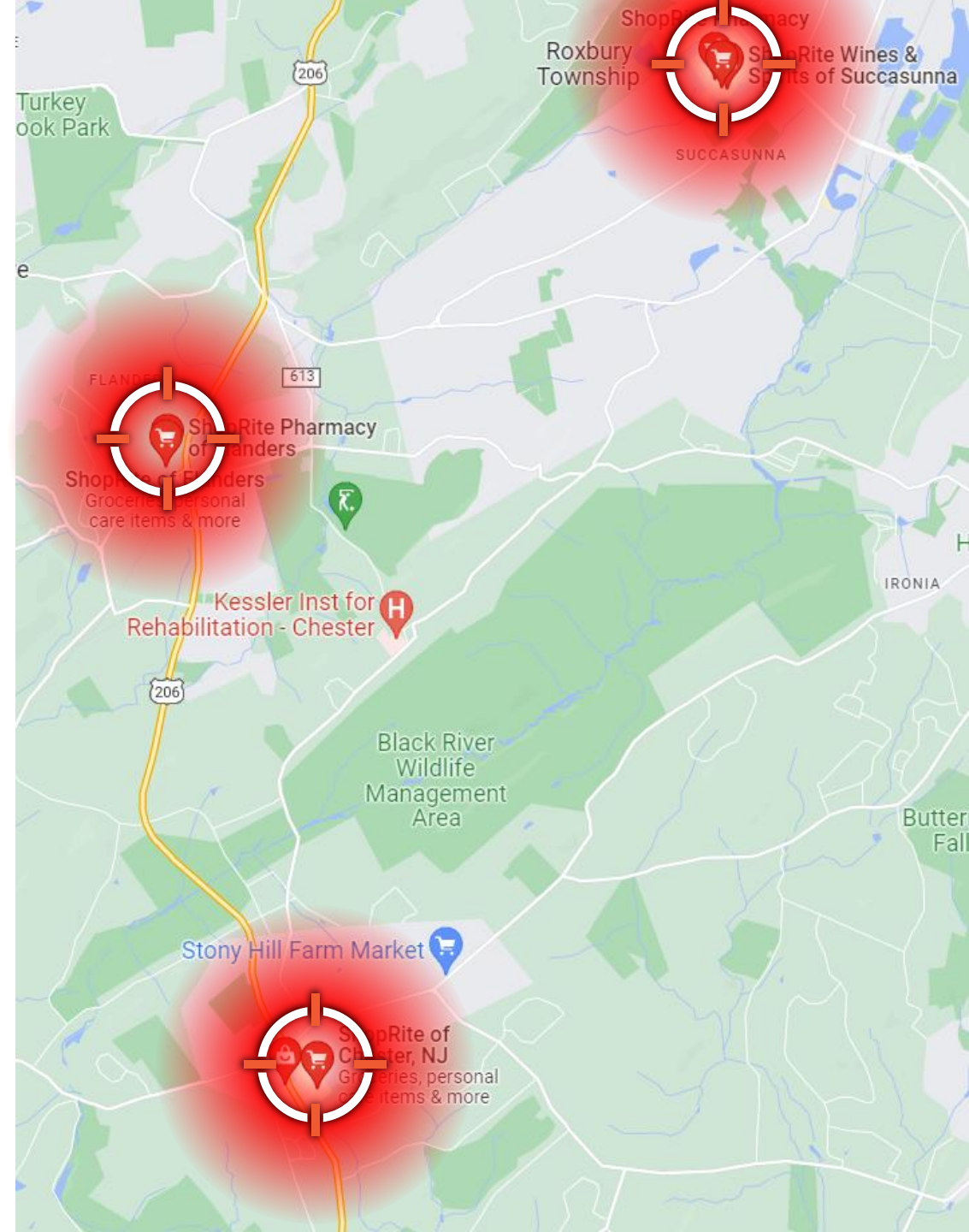🕵️ **Interest:** Grocery shopping, supermarkets, etc.
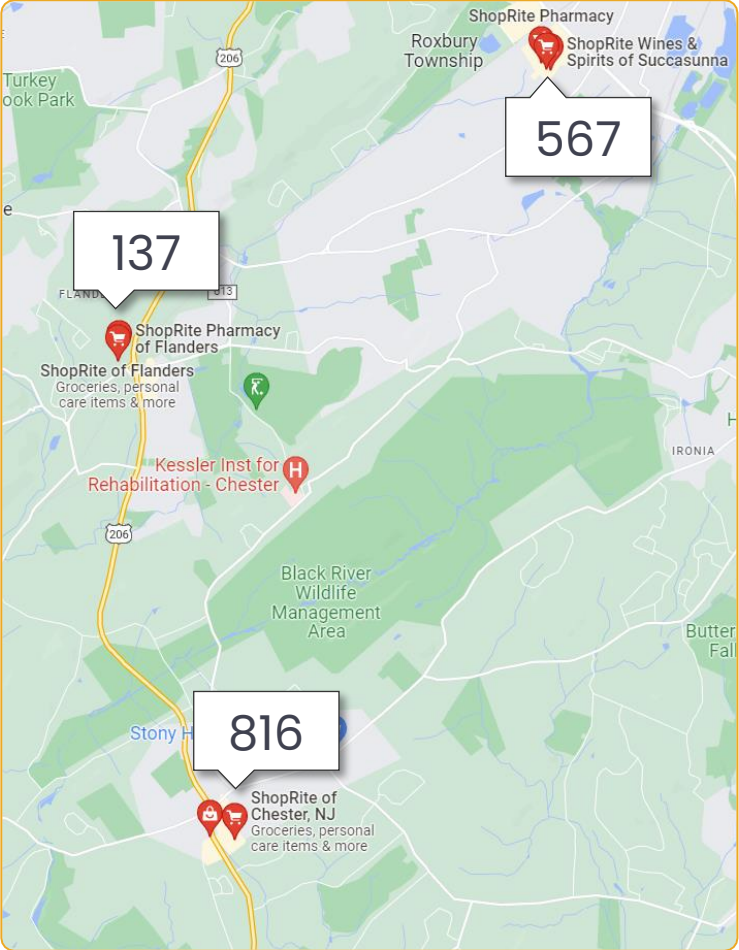
⏳ **Duration:** 30 Days

💼 **Budget:** $4,000

📱 **Creative Types:** Display and Native In-App ads
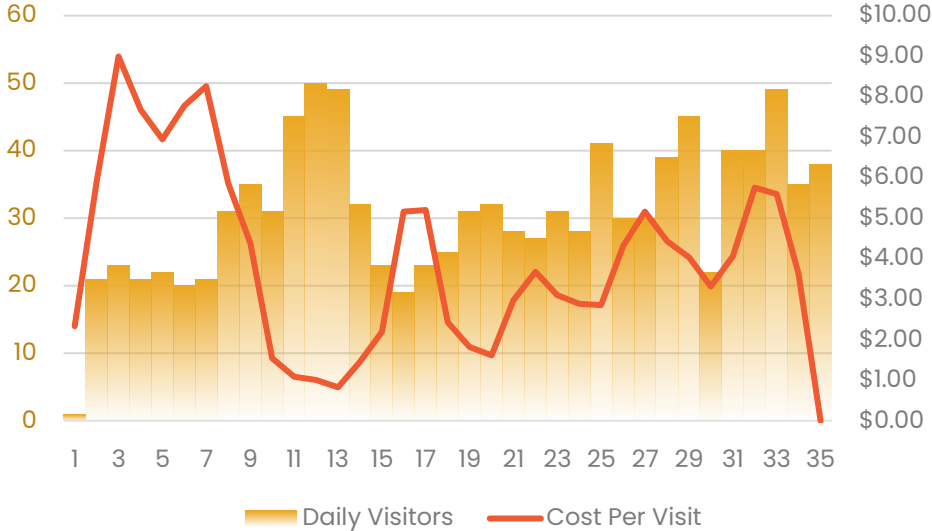
Campaign Performance

Store Visits

567

137

816

Trends

Two clear trends can be seen throughout the campaign.

1. The cost per visit was significantly reduced.

2. The daily number of visitors significantly increased.

Daily Visitors — Cost Per Visit

Operating System

Android: 70%

iOS: 30%

Results

✓ The cost per visit was 669% lower than expected.

✓ Benefits of a footfall campaign is generating traffic to your website in addition to foot traffic to your store.

✓ In this case, the client received hyper-local traffic in CPC cost of less than $0.9.

Impressions: 1.8M

Clicks: 4,485

Visits: 1,520

$2.60

$0.46

CPV   eCPM