

How did a grocery retailer efficiently expand market penetration in smaller, regional markets?

MAXPOINT SPOTLIGHT
GROCERY RETAILER

Goal

Increase awareness of the grocer's new pricing strategy to consumers in regional markets near its stores.

Strategy

MaxPoint targeted digital ads in only relevant neighborhoods near stores where TV and newspaper ad buys were too expensive and/or inefficient.

Results

MaxPoint's solution eliminated 85% of impressions that would have been wasted with TV ads in two specific DMAs. The campaigns saved significant costs and increased its reach as digital is at most one-tenth the cost of newspaper advertising and reaches an ever-increasing audience in terms of size and demos. The grocer continues to renew with MaxPoint.

Champaign Targeted Campaign

