

Find success with your online grocery store advertising program

Mercatus, the grocery eCommerce platform, empowers regional grocery stores to meaningfully engage grocery shoppers and influence their purchase decisions with Mercatus Digital Advertising - setting new industry highs for [online grocery advertising](#).

Digital grocery advertising provides retailers as well as advertisers with the flexibility to engage with their consumers and organically influence their purchase decisions, without hampering their overall shopping experience. The result is an impressive new revenue opportunity for the digital grocer that improves contribution margin.

As [grocery shoppers](#) continue to flock online in droves amid the pandemic, regional grocery stores need to lean into digital channels to remain competitive. Mercatus is leading the way in grocery eCommerce - empowering retailers to succeed in the digital age.

Click on the below link for more information:

<https://www.mercatus.com/blog/3-important-pillars-of-a-successful-online-grocery-store-advertising-program/>

Mercatus grocery store advertising is a cost-effective way for regional grocery stores to reach out to their online grocery shoppers. Weis Markets, a regional grocery store chain with over 190 stores in the Eastern United States, launched digital grocery store advertising on their website with Mercatus in early 2020 and saw impressive results within just a few months. Their average click-through rate (CTR) was 2.58%, which is 5x higher than Google Display Network eCommerce ads, and 7% of all online orders included at least one advertised item. Mercatus grocery store advertising is an effective way for regional grocery stores to reach their online grocery shoppers and drive sales.

[Online grocery store advertising](#) is uniquely appealing to national brand advertisers because shoppers visit eGrocery sites with high intent to purchase. This results in high click-through rates and conversion rates, and therefore high return-on-ad-spend (ROAS).

This creates a unique opportunity for national brand advertisers, who can reach shoppers who are already interested in their products. In addition, online grocery stores offer a variety of ad formats that can be used to achieve different objectives, such as product discovery or brand awareness. As a result, online grocery store advertising provides an efficient way to reach potential customers and achieve high ROAS.

Mercatus has the technology and expertise to help grocers not only recapture lost CPG ad spend but also grow it. With Mercatus, grocers can take back control of their digital advertising

and get more sales as a result. If you're interested in learning more about how our program can benefit your business, please don't hesitate to reach out.