



Adaptly Grants Sprouts Early Access to Facebook Lead Gen Ads: Grocery Store Increases Penetration in Competitive Denver Market

Sprouts Farmers Market is a fast-growing chain of specialty grocery stores offering fresh, natural, and organic food at great prices. With more than 200 stores in 13 states from coast to coast, Sprouts is publicly traded on the NASDAQ. Through a partnership with NASDAQ, Sprouts recently turned to Adaptly in order to boost brand awareness and the size of their email list in key markets, namely in the highly competitive Denver area.

Approach

As a Facebook Marketing Partner, Adaptly granted Sprouts beta access to Facebook lead ads. This ad format simplifies the mobile signup process by automatically populating contact information that members have given to Facebook. What's more, members can fill out forms without having to leave the app.

Adaptly utilized Sprouts' CRM data to implement behavior and interest targeting, and reach Lookalike Audiences that were similar to Sprouts' existing customer base. Additional targeting was developed based on new store opening locations.

Results

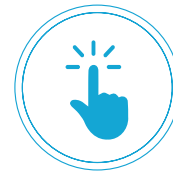
In the end, Sprouts' lead generation ad campaign on Facebook resulted in more than 10,000 email subscriptions. What's more, the link ads had upwards of 2.5 million impressions and directed 40,000 clicks to Sprouts' website. The primary Denver market made up a sizable portion of Sprouts' engagement and conversions.



Generated 10k+ leads overall, with Denver accounting for nearly 10%



Garnered 2.5MM+ impressions, 19% from Denver



Drove 40k clicks to site, with Denver making up 6%

Testimonial

“Denver is a relatively competitive market so we looked for innovative solutions to break through the noise. Working with Adaptly afforded us the opportunity to test Facebook's lead generation ads early, and ultimately expand our brand's presence and subscriber base in the area.”

— Robby Harrington,
Social Media
Marketing Manager,
SPROUTS FARMERS
MARKET