



Attribution Case Study

Walmart Order Groceries Online Campaign

Campaign Objective

Walmart’s grocery stores wanted to target their shoppers and competitors to promote its new Grocery Pick-up app. Walmart strategically placed digital out of home around competitive groceries in four markets. The out of home and mobile advertising creative promoted ordering groceries online along with same-day pickup. The combination of mobile and out of home advertising lead to click through rates of 320% above industry average. The mobile experience allowed consumers to download the Walmart Grocery Pick-up app and generated over 22,000 mobile engagements.

Campaign Details

Timeframe: September 4, 2017 - October 8, 2017
Market: Detroit, MI | Little Rock, AR | Cincinnati, OH | Amarillo, TX
Format: 22 Digital Billboards
18+ Impression Delivery: 8,824,688 OOH Impressions; 2,989,641 Mobile Impressions
Points of Interest: 74 Natural Grocers, United Supermarkets, ALDI, Kroger, Meijer, Remke Markets, Save-A-Lot, Whole Foods, Walmart Supercenters & Neighborhood Market
Campaign GRP Totals: 485.4 GRPs



Performance By Market

Location	# of Panels	Clicks	Impressions	CTR	+ Ind Avg
Amarillo	15	3,666	502,780	.73%	316%
Little Rock	38	7,027	984,610	.71%	307%
Detroit	9	3,301	489,379	.67%	285%
Cincinnati	34	8,009	1,012,872	.79%	351%

Results

- 22,003 mobile engagements
- .74% click through rate
- +320% above industry average