

How to Grow Your Grocery Store Traffic The Right Way



Here's three ways local grocery stores can increase media buys:

#1



Take advantage of news networks driving a **50% HIGHER THAN AVERAGE** grocery store response rate.

#2

ADVERTISE ON WEDNESDAY, THE TOP DAY OF THE WEEK.

Response rates are

14% HIGHER

than the average grocery response rate this day.

#3

Advertise Outside of Prime Time.



2X HIGHER RESPONSE RATES

from 9:00 a.m. – 3:00 p.m.

Get Creative!

Maximize the potential of your creative by:



Aligning first-party data with third-party audience profiles



Revealing your true consumers



Creating new ads with those attributes

