

# Industry Success Stories



## About the Client

A grocery store in Indiana ran three separate campaigns with AdMessenger, featuring different departments – meat, produce, and floral. They wanted to showcase the many things they had to offer and bring in new customers.

## Campaign Details

Using geotargeting, the campaign targeted users 18+ who lived in the area. The three campaigns ran for **134 days**, and each had a budget of **\$2,250**.

## Messaging

Meat Savings: Pot Roast/Ground Chuck \$3.99lb; Pork Chops/Chicken Thighs \$2.99lb; T-Bone Steak \$7.99lb; Sugardale Bacon 2/\$7; view more in our ad!

Produce Savings: Grapes \$1.49lb; Peaches \$.99lb; Cantaloupes 2/\$4; Idaho Potatoes 2/\$5; Green Cabbage \$.69lb; Grapefruit \$3.99 ea; click for more in our ad!

Order flowers online today for any occasion! Free Delivery on Online Orders over \$30! Click here to order!

## Results

Meat: Delivered 73,921 impressions, 2,218 taps and a 2.78% CTR.

Produce: Delivered 73,396 impressions, 2,084 taps and a 2.62% CTR.

Floral: Delivered 80,395 impressions, 2,293 taps and a 2.85% CTR.