

PLAYBOOK

Beyond Screens: Top Strategies for Driving In-Store Visits

Elevate your marketing strategy and attract customers to your physical stores with GroundTruth's in-store visit playbook.

Harnessing real-world behaviors and firsthand insights, our playbook empowers you to craft campaigns that not only increase foot traffic but also deliver tangible business outcomes.

Backed by our team of seasoned experts, we provide a comprehensive guide featuring proven tactics and strategies tailored to help your brand meet its foot traffic goals while minimizing ad waste. Within this playbook, you'll discover:

- Tactics built to drive results
- Success stories in driving in-store visits
- The benefits of an omnichannel approach



State of the Market

In 2024 there will be steady growth in retail sales between 2.5% and 3.5% to reach a staggering \$5.23 trillion to \$5.28 trillion¹. The vast majority of total retail sales are still occurring in-store, with roughly \$3.78 trillion of purchases occurring at brick-and-mortar locations¹.

These findings underscore the evolving landscape of consumer behavior and the continued prominence of retail shopping, further highlighting the necessity for retailers to revisit, adapt, and refresh their strategies to effectively drive in-store visits.



Consumer's Choice: In-Store Shopping

Despite the rise of online shopping, **80% of consumers** still prefer the in-store experience².

Brick-and-mortar stores are adapting to meet the demands of omnichannel shopping with almost **two-thirds** of retailers implementing buy online, pick up in-store (BOPIS) options².

In addition, a new store opening increases traffic to a retailer's website by an average of **37%**, further highlighting the symbiotic relationship between in-store and online retail².



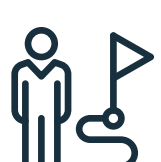


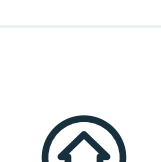
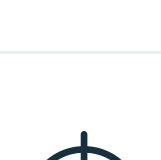



Tactics Built to Drive Results

There are three main audience personas to consider when creating campaigns to drive in-store traffic, and each of them have slightly different associated targeting tactics.

- **New customers** are those that we have not seen visitation data from in over 120 days.
- **Loyalists** are consumers who have proven visitation patterns to specific locations or points of interests.
- **Competitive Conquesting** focuses on stealing share from other brands.

The chart below outlines which targeting tactics GroundTruth recommends to drive in-store visits and other real business results.

	New Customers	Loyalists	Competitive Conquesting
 Behavioral Audiences: Target audience segments with common behavioral traits that align with your products and offerings.	✓		✓
 Location-Based Audiences: Reach consumers based on past visitation behavior to specific business locations or points of interest.		✓	
 Location-Based Audiences - Loyalists: Get through to your audience based on their past repeated visitation habits to specific locations.		✓	
 Location-Based Audiences - Competitors: Hyper-target consumers seen visiting competitor brands or points of interest.	✓		✓
 Location-Based Audiences - High-Indexing: Tap into audience pools based on behavioral factors and brand affinities to identify those likely interested in your offerings.	✓		✓
 Neighborhoods: Utilize unique geographical boundaries based on visitation patterns to target individual locations and audience segments.			✓
 Proximity: Engage consumers as they are around business or points of interests to impact immediate and future behaviors.	✓	✓	✓
 Retargeting: Re-engage users who have previously been exposed to your ads or website	✓	✓	✓

Let's dive into how these targeting strategies drove in-store visits and other business results for two popular brands...

Coach Fashions a Hyper-Focused Strategy to Drive Shoppers In-Store

Through their partnership with GroundTruth, Coach tapped into location data to carefully craft their media mix with insights-driven precision. With a goal of driving 20K in-store visits, Coach leveraged GroundTruth's Cost Per Visit (CPV) model to effectively reach the right customers and optimize toward driving store visits.

Real Business Results



155%

To visit goal, exceeding Coach's KPIs by over 50%



+31K

Visits driven by GroundTruth media



76%

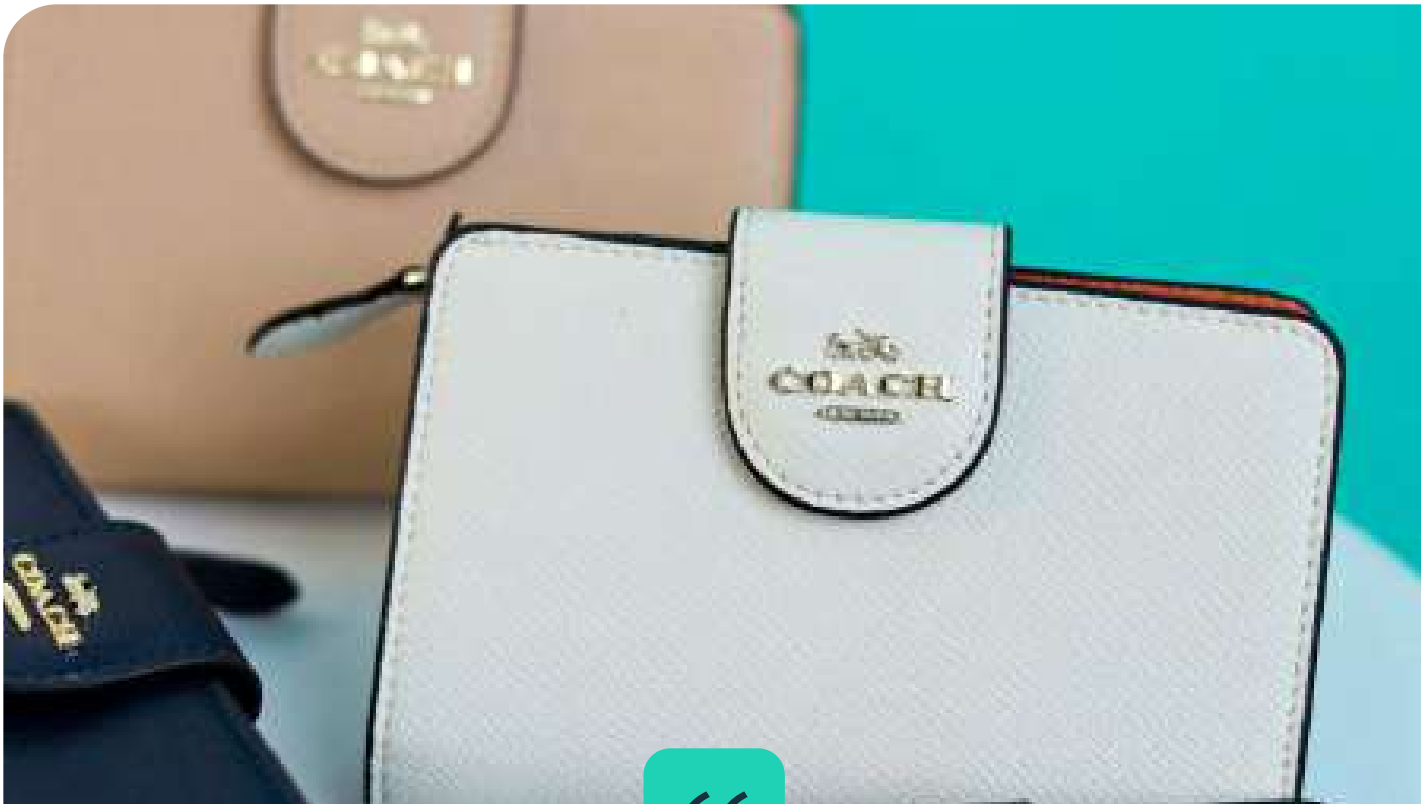
Of total visits driven by Location Audiences



Coach aimed to drive almost 20K visits but ended up performing at 150% to goal by driving over 30K visits to retail locations during the two-month timeframe. Due to the risk-free nature of CPV, the 11K incremental visits came at no additional cost above the initial target goal.

Tactical Strategies

- **Location Audiences:** Reached consumers who visited Coach locations in the past or similar specific points of interest. This tactic proved highly successful as it drove 76% of the generated in-store visits.
- **Proximity Targeting:** Boosted awareness of nearby stores when potential customers are on the store's retail block, accounting for roughly 5% of total visits.
- **Behavioral Audiences:** Increased scale and effectiveness by targeting Look-a-Like customers, shoppers with profiles like Coach customers, which garnered the remaining 19% of visits.



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“Location is an important piece of our overall strategy to better understand existing customers, as well as drive new ones. Being able to buy through GroundTruth on a Cost Per Visit basis also eliminates a lot of the guesswork on our end. We're able to build campaigns with full confidence that we'll hit our visitation, or as past campaigns have proven, far exceed them.”

COACH - Coach Marketing Executive



Yachak Boosts Incremental Visits by 583% with GroundTruth Media

Yachak Organic Yerba Mate Energy Drink, a PepsiCo product, leveraged GroundTruth’s shopper data to drive visitation and sales for their products at both brick-and-mortar locations and their Amazon storefront online. With precise targeting across Mobile and Connected TV (CTV) media channels, Yachak maximized the impact of this omnichannel campaign to drive more shoppers to stores carrying their products.

Throughout a four-month long campaign and budget of \$250K to spend across Mobile and Connected TV (CTV) channels, Yachak Yerba Mate drove over 241K visits to various brick-and-mortar retailers, including Albertsons, AMPM, Circle K, 7-Eleven, Save Mart, Stater Bros Market, in addition to Yachak’s Amazon.com storefront.

Real Business Results



241K

Visits driven to brick-and-mortar locations by GroundTruth



583%

Visit Rate Lift measured by an independent 3rd party measurement partner



86.5%

Incremental Lift measured by an independent 3rd party measurement partner

Tactical Strategies

- **Location-Based Audiences:** Targeted consumers based on past visitation behavior to specific business locations or points of interest.
- **Retail Block:** Reached audiences within the target retail block in real-time.
- **On-Premise:** Ads were served to consumers when they were located inside of stores selling Yachak products.
- **Retargeting:** Re-engaged consumers who had already been exposed to a Yachak ad.
- **Custom Audiences:** Tailored audiences that included competitor’s Convenience Store Shoppers as well as Health & Wellness Enthusiasts.
- **Purchase-Based Audiences:** Identified and reached consumers based on past spending habits.
- **App-Based Audiences:** Amplified messaging to reach shoppers with Amazon, health, or nutrition apps.



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“GroundTruth was a great partner to launch one of Yachak’s first national media campaigns. Between their ability to target hyper customized audiences and leverage precise location targeting, we were able to drive brand awareness and store visits to key retailers within our network.”



BRADY BADMINGTON
Associate Manager,
Marketing, PNBA



An Omnichannel Approach

Utilizing different channels allows you to re-engage and amplify your brand’s messaging among your target audience. Increase brand awareness, in-store visits, and overall sales to your brick-and-mortar location through combining all GroundTruth’s channel offerings and dynamic creative capabilities.



At Home on CTV/OTT

Build brand awareness and reach shoppers while they’re at home with visually appealing, eye-catching ads.



At Home With Audience-Based Direct Mail

Leverage direct mail to reach audiences with a specific lifestyle, hobbies, or interests.



Amplify Through Desktop/Tablet

Reinforce your messaging on desktop/tablet to drive consumers to your store.



Outdoors Through Digital Out of Home

Complement your digital marketing strategy with digital out-of-home offerings.



On-The-Go with Mobile

Influence shopper behavior by reaching them in a timely fashion.



Interested in more options?

Addy, powered by GroundTruth, offers advertising thorough print, magazine, and linear TV.



Real-world behavior. **Real business results.**

groundtruth.com