

Major Grocery Retailer

Driving Digital Engagement & Market Share Shift

The Results (Under 3 Months)



1%–3% CTR
(vs. ~0.4% industry average)



8-point share shift from competitor shoppers

The Challenge

A large grocery retailer set out to modernize its legacy coupon strategy by transitioning from traditional print coupons to a fully digital program. The goal was clear: increase engagement with digital circulars while driving both loyal and competitor shoppers into the client's stores.

However, their existing approach lacked targeting precision and offered limited ability to influence shoppers who routinely purchased from competing retailers. Without stronger audience intelligence and behavioral targeting, shifting purchasing behavior and driving measurable in-store impact remained a significant challenge.

The Solution

Mobile Ad ID + Competitive Location Targeting

PULSE built a location-driven strategy based on real-world shopper behavior.

- Custom Mobile Ad ID audiences around store locations
- Competitor visitation targeting to capture rival shoppers
- Campaigns designed to drive digital circular engagement
- Location intelligence used to influence in-store behavior

The Impact

The retailer successfully transitioned to digital engagement while driving measurable market share gains. The campaign demonstrated that precision targeting can generate strong performance even with conservative budgets.

Key Takeaways

- Digital circular engagement outperformed benchmarks by 2–7x
- Competitor targeting shifted market share
- Location intelligence drove measurable behavior change

Ready to get started?

Contact Now

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