

# Precision Audience Targeting. Independent Visitor Attribution. Exceptional Performance.

**Objective:** Drive measurable in-store sales growth for an independent franchise location through location-specific audience targeting, transparent reporting, and a media strategy built exclusively around their market

**300+**



Grocery Stores Activated

**162K**



Observed Store Visits

**\$0.02**



CPC (89x more efficient)

**16.44%**



CTR (24x industry average)

## Campaign Highlights

A national Health & Beauty CPG manufacturer partnered with Pulse Retail Media Network to boost shopper engagement across 300+ grocery locations during the Father's Day season, using precision geoframing and verified visitor attribution to prove media exposure drove real store visits.

## Results

- 302 Grocery Locations Activated
- 146,988 Targeted Impressions
- 24,171 Clicks
- 16.44% Click-Through Rate (CTR) – 24x the industry average of 0.4% – 1.0%
- \$3.43 CPM – 5x more cost efficient than industry average of \$14–\$21
- \$0.02 CPC – 89x more cost-efficient than industry average of \$1.77
- 161,921 Observed Store Visitation Events Across 300+ Grocery Locations During the Campaign Flight

The campaign's **16.44%** CTR ran well above standard retail media benchmarks (typically under 1%), at a fraction of typical cost. Post-campaign, Pulse independently verified shopper visitation in a privacy-compliant way, turning media exposure into deterministic proof of real-world engagement.

## The Challenge

A national Health & Beauty CPG manufacturer needed to build awareness across 300+ grocery locations, but standard retail media offers only fragmented reach and stops measuring at clicks. Impressions aren't proof. The brand needed verified shoppers, efficient spend, and evidence of what happened after the click.

## The PULSE Solution

**Pulse Retail Media Network built a custom audience using verified shopper behavior – not modeled demographics.**

Each grocery location was precision geoframed, with the flexibility to include or exclude parking lots based on the desired shopper journey by the manufacturer, then matched to high-frequency visitors from a rolling 30-day lookback.

To further refine the audience, deterministic purchase data was layered onto verified visitation behavior, identifying shoppers actively purchasing products within the Health & Beauty category.

The audience was activated programmatically through Pulse's DSP, enabling the brand to reach qualified shoppers both on and off retailer-owned media properties.

**Independent Visitor Attribution – Pulse measured campaign success beyond traditional media metrics.**

Using impression-level log files matched against anonymized Mobile Advertising IDs (MAIDs), Pulse independently measured which exposed shoppers returned to store, in a privacy-compliant, auditable process – connecting media spend directly to in-store activity.

## Why It Worked

- Verified high-frequency shopper audiences
- Precision geoframing across 300+ grocery locations
- Deterministic purchase data layered with location intelligence
- Programmatic activation through Pulse's DSP
- Independent visitor attribution using impression-level data
- Transparent measurement beyond standard retail media reporting

## Bottom Line

Pulse Retail Media Network combines precision audience creation, scalable programmatic activation, and independently verified visitor attribution to deliver exceptional Father's Day campaign performance for a national Health & Beauty CPG manufacturer.

The result was a campaign that dramatically outperformed typical retail media engagement benchmarks while providing measurable, real-world insight into shopper visitation, giving the brand confidence that its media investment drove meaningful retail impact.

Ready to get started?

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