

Ice Cream & Frozen Treats CPG

Retail Media That Proved Real Store Traffic Verified Store Visits. Efficient Media Spend. Transparent Measurement.

Objective: Drive measurable in-store traffic for a national frozen treats brand through precision audience targeting, programmatic media activation, and independently verified visitor attribution.

170+



Grocery Stores Activated

88K



Observed Store Visits

\$0.006



Cost Per Visit

8.09%



CTR (11x industry average)

Campaign Highlights

A national ice cream manufacturer partnered with Pulse Retail Media Network to boost impulse purchase and repeat visitation across grocery locations during peak season, using precision geoframing and verified visitor attribution to prove media exposure drove real freezer-aisle traffic, down to a fraction of a cent per confirmed visit.

Performance Highlights

- 173 grocery locations activated
- 159,827 targeted impressions
- 12,933 clicks
- 8.09% CTR (11x better than industry average)
- \$3.28 CPM
- \$0.04 CPC (44x more cost-efficient than industry average)
- 88,243 verified store visitation events
- \$0.006 cost per verified store visit

Instead of relying solely on clicks or impressions, the campaign measured real-world outcomes by independently verifying store visits from exposed audiences in a privacy-compliant manner.

The Challenge

Peak-season demand for frozen treats changes rapidly with weather, making timing and audience quality critical. Traditional retail media reports impressions and clicks but often cannot demonstrate whether advertising translates into actual store traffic.

The objective was to efficiently reach qualified grocery shoppers while measuring campaign performance using verified visitation instead of engagement metrics alone.

The PULSE Solution

Pulse Retail Media Network built custom audiences using recent verified shopping behavior, deterministic purchase data, and precision geoframing around more than 170 grocery locations.

Campaigns were activated programmatically across premium digital inventory while impression-level log files were matched against anonymized Mobile Advertising IDs (MAIDs) to independently verify store visitation from exposed audiences using a privacy-compliant methodology.

Key Differentiators

- Verified high-frequency shopper audiences
- Precision geoframing tailored to each store location
- Deterministic purchase data layered with location intelligence
- Programmatic media activation across premium inventory
- Independent visitor attribution using impression-level data
- Transparent cost-per-visit measurement

Business Impact

The campaign delivered more than 88,000 verified store visits at 173 grocery stores while maintaining highly efficient media costs throughout the campaign.

By combining precision audience targeting with independently verified visitor attribution, Pulse measured tangible retail outcomes beyond traditional media metrics, giving the brand confidence that advertising generated measurable in-store traffic.

**See how verified visitor attribution can
measure your next retail campaign.**

Contact Now

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