Case Study: Grocery Retail

Dollar Chain Uses Shopliftr To Accelerate Sales For Under-Performing Locations

11.8% YoY Sales Lift

$14.1M YoY Revenue Increase

$81 Return On Ad Spend

The Challenge
A national dollar store chain partnered with ShopLiftr to address sales challenges in under-performing retail locations. The objective was to drive incremental revenue by reaching new and lapsed customers through targeted digital advertising.

The Strategy
ShopLiftr deployed a data-driven strategy using custom audience segmentation to maximize campaign effectiveness:

- **"Sometimes Shopprs":** Targeted infrequent or lapsed customers, with a strong emphasis on competitive conquesting to win back market share.
- **"Heavy Shopprs":** Engaged frequent buyers to reinforce loyalty and increase basket size.
- **"Highly Engaged Shopprs":** Reached users with high interaction rates across digital platforms to drive repeat visits.

The Execution
The campaign utilized **Dynamic Display** and **Dynamic Video** ad units & creative assets were synchronized across formats to ensure consistent messaging and brand experience.

- **Video Ads**: :15-second videos served across in-app, desktop, and mobile web environments.
- **Impression Split**: 70% mobile / 30% desktop to align with consumer browsing behavior.

The Results
Over a 3-month measurement period, the campaign delivered strong performance metrics:
- **Significant revenue increases** observed in lower-volume stores.
- **Sales lift** was primarily attributed to under-performing locations, indicating successful reach of new or lapsed customers.
- **Cross-platform creative alignment** contributed to higher engagement and conversion rates.

ShopLiftr