start.io

Retail Case Study

Campaign start date: July 2022

Client: A leading retailer with more than 18,000 convenient, easy-to-shop stores in 47 states. Which sells America's most-trusted brands and products, along with high-quality private brands.

Goal

Drive Visitation to retail outlets using con questing of key competitors.

Process

Utilizing app owner audiences for a number of these key competitors (i.e., Walmart, Sam's Club, Costco, BJs, Winn Dixie, Publix, Piggly Wiggly, and HEB)

Audiences Start.io activated

126K SDK AppPartners	**104.6K** Food Lion App Owners	**122.2K** Winn Dixie App Owners	**84.3K** HEB App Owners
196K Publix App Owners	**2.3M** Sam's Club App Owners	**271K** BJs Wholesale Club App Owners	**2.4M** Costco Wholesale App Owners
665K users with the GoodRx and SingleCare apps.	**16M** Wellness shoppers *	**7M** Target App Owners + POI	**28K** Party City App Owners

* Wellness shoppers include apps like Rite aid, Walgreens, CVS pharmacy, Capsule Pharmacy, Publix Pharmacy, GoodRx, SingleCare, etc.

Results

We saw strong results with Start.io App Owner audiences for the campaigns focused on growing the share of food sales and con questing from key competitors. Start.io drove a

40% more efficient CPSV*

when compared to location-based historical shoppers audiences for the same retailers.

*Cost per store visit

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