

## Online Grocery Delivery: 9% Lift in Basket Value

**Campaign Goal:** Increase AOV of orders placed via an online-grocery delivery service

**Challenge:**

As a result of the pandemic, demand for groceries ordered online and delivered at home increased substantially, creating challenges for this online grocer's suppliers.

This online grocery decided to focus on increased basket size to grow revenue without increasing the capacity of the supply chain.

**Audience:** Online Grocery Shopper

**Targeting Strategy:**

To drive media efficiency, focus on targeting high-income and tech savvy households with service's delivery area.



**Tactics:** Composition: Neighborhood B,C,D + Tech level B,C + Income B,C,D,E + Children B,C

**Results:**

| Impressions  | Clicks | CTR   | Lift in Game Sales |
|--------------|--------|-------|--------------------|
| 1.46 million | 31.9K  | 0.62% | 9%                 |