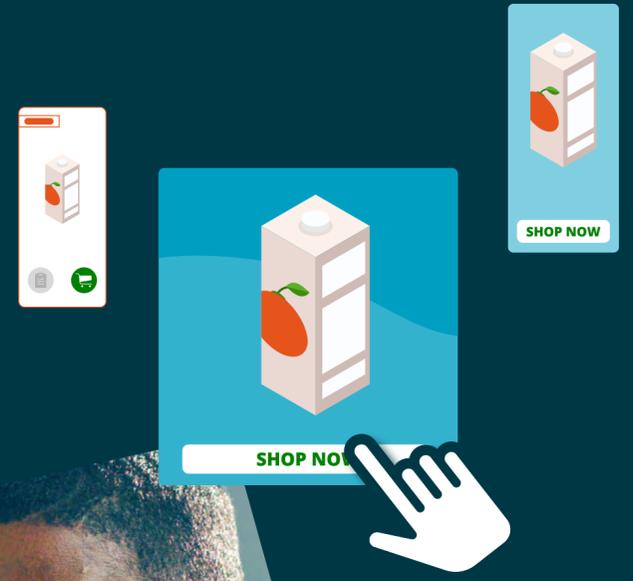




# Weis Markets' Digital Advertising Program Sets Industry Highs

DIGITAL ADVERTISING CASE STUDY



*"These ad campaigns are demonstrating promising results for our CPG partners and boosting revenue for Weis Markets—with Mercatus handling the program through their managed services."*

Ron Bonacci, VP Marketing & Advertising, Weis Markets

# Capturing the retail media advertising opportunity

## Background

Weis Markets, a regional grocer with more than 190 stores in the Eastern United States, had launched their eCommerce site with Mercatus in 2017. Like many grocery retailers, they have seen a growing online shopper base and surge in traffic throughout the pandemic.

## Opportunity

The Weis Markets team observed that consumer packaged goods companies (CPGs) were shifting ad dollars away from traditional channels in favor of targeted digital ads throughout the basket building process. Weis Markets wanted to seize this opportunity to capture a share of the estimated \$22 billion CPG spend on digital media advertising.<sup>1</sup> Given this dramatic shift online, Weis Markets recognized the opportunity to monetize their own eCommerce site to tap into national CPG digital ad spend.

<sup>1</sup> Emarketer.com, [“US CPG Digital Ad Spending 2020.”](#)



## Goal

Weis Markets possessed a large customer database, growing web traffic and strong relationships with national and local CPGs. Their goal was to leverage these assets to monetize traffic to their own eCommerce website, by offering native digital ads that wouldn't compromise the quality of their customer's shopping experience.



# A solution that pays dividends

Weis Markets achieved its objective with **Mercatus Digital Advertising**—a high-conversion digital advertising program that enhances the shopper experience to build lasting customer loyalty.

The professionally managed advertising solution allows grocers like Weis Markets to easily collect their equal share of ad revenue without the need for additional internal resources or expertise. And because Weis Markets invested in owning their eCommerce, they benefit from being able to offset the costs of eCommerce with advertising revenue gains. Targeted native advertising helps shoppers find relevant deals and offers, discover new products aligned with their preferences and build larger baskets faster with single click add-to-cart functionality.

Weis Markets began using **Mercatus Digital Advertising** in July 2020 and has enjoyed effortless access to revenues from a host of successful digital grocery advertising campaigns ever since.

In the first 3 months...

**2.58%** average click-through rate (CTR)

**5X** better CTR than Google Display Network eCommerce ads

**7%** of all orders included at least one advertised item



# A closer look at record-setting results

An ongoing campaign for Kraft Heinz was one of the many successful native advertising campaigns that Weis Markets ran through **Mercatus Digital Advertising**. In January 2021, this campaign achieved incredible results.

All of these metrics far exceeded industry averages, showcasing the great opportunity in digital grocery advertising. Shoppers who visit grocery sites have a high intent to purchase, resulting in high click-through and conversion rates. And with real-time reporting at their fingertips, brands like Kraft Heinz are able to refine ads to optimize Return on Ad Spend (ROAS) on every campaign.

High ROAS is key, as it encourages CPG advertisers to continue investing in advertising on the grocery retailer's site. This, in turn, increases advertising revenue for the retailer.

High ROAS = More CPG ad spend  
= **More revenue for the grocer**



## Kraft Heinz Campaign

**1,999%** ROAS

**4.82%** CTR

**70.10%**  
Conversion Rate

**\$0.18**  
Cost per Acquisition

## Google Display Network\*

**400%** ROAS

**0.51%** CTR

**0.59%**  
Conversion Rate

**\$65.80**  
Cost per Acquisition

\*average eCommerce Ads

# What's next for Weis Markets?

A quality online shopping experience that engages and converts customers is key to the success of a digital grocery advertising program. Working with Mercatus, Weis Markets can continue to innovate and improve their eCommerce with the Mercatus platform while generating increased revenue with **Mercatus Digital Advertising** through targeted, native ads that help shoppers build bigger baskets faster.

With the help of the Mercatus team, Weis Markets and their CPG advertising partners continue to see impressive results. This reflects Weis Markets' dedication to building an engaging online shopping experience, powered by the Mercatus platform. Weis shoppers arrive at their site ready to complete a purchase, driving a high ROAS for CPG advertisers while increasing sales revenue for Weis. As this program continues to grow and the network of CPG advertisers expands, Weis Markets can expect continued success into the future.

## Weis Markets' February 2021 Metrics\*

**5.03%** CTR   **267%** ROAS   **\$1.39** CPA

\*averages for February campaigns overall

**Mercatus Digital Advertising** combines Mercatus's leading grocery eCommerce platform with CitrusAd's cutting-edge retail media technology to empower regional grocers to leverage their digital assets and claim their equal share of digital ad revenue. The solution offers CPGs the choice of highly effective native ad campaigns with an impressive ROAS compared to competing advertising platforms.

Discover how you can monetize your grocery eCommerce site with record-setting online grocery advertising.



**Contact us today**

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