

Discover how APEX's in-app location-based advertising created product discovery and drove sales in Canada for a multinational chain of retail convenience stores.

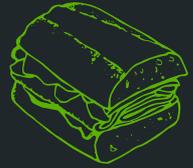
Client background:

A top-ranking global retail convenience store in Canada that carries food, snacks, hot and cold beverages, fuel, and more.



Challenge:

This chain of convenience stores looked to increase awareness of its new chicken sandwich made fresh in-store daily. The goal was to drive recent in-store shoppers and consumers near 240 locations across Canada to try the sandwich.



Strategy:

Connecting with the right consumers in the right place at the right time.

Leveraging APEX's precision audience targeting, instantly activated through our exclusive partnership with InMarket and the GeoLink platform, the convenience stores used best-in-class data to target custom audience segments based on their real-world store visit history and purchase behaviors.

Once targeted, APEX was able to activate consumers in real-time, engaging shoppers within 250 meters of a location in Canada. In addition, APEX provided the client team with insights and actionable reporting metrics to make timely geotargeting decisions.



Solutions

- **GeoLink:** InMarket's highest performing self-service location-based platform
- **Audiences:** APEX primes and engages shoppers at peak times when they're most receptive to messaging

Campaign Results

With APEX's location based in-app advertising this retailer outperformed several benchmarks and drove store visitation to enhance awareness and ROAS!

2.15%

CTR

3.6x
**Above industry
benchmark ***

2.02%

CTR

(shoppers within 250m)

3.4x
**Above industry
benchmark ***

2.09%
**Post click
conversion**

Source: wordstream



Ready to turn engagement into in-store traffic?
Learn how APEX Mobile Media can achieve these results for your brand.

www.apexmobilemedia.com