

Onsite + Offsite Ads: Mix and repeat for best results



We live in a fragmented media landscape where brands need to reach customers wherever they are. Solely relying on onsite ad formats like in-store displays or offsite tactics like social and streaming ads leaves opportunities on the table. Here's how to maximize reach and conversions.

STREAMING AND SOCIAL MEDIA

Offsite formats like streaming and social video ads increase awareness early in the customer journey.

Good for:

- REACHING CONSUMERS OUTSIDE OF A PHYSICAL FOOTPRINT
- BUILDING BRAND AWARENESS
- FAMILIARIZING CONSUMERS WITH MESSAGING AND OFFERS
- POTENTIALLY DRIVING CONVERSIONS VIA SHOPPABLE ADS

AT THE STORE

Onsite formats like in-store displays and promotions provide high visibility and proximity to items when shoppers are ready to buy.

Good for:

- BROWSING
- COMPARISONS
- PRODUCT SAMPLING
- IN-PERSON SUPPORT

BETTER TOGETHER

Pairing onsite and offsite ads allows brands to reach consumers throughout the entire path to purchase.

Good for:

- INCREASED EXPOSURE: CONSUMERS SEE A BRAND ACROSS MORE TOUCHPOINTS, REINFORCING THE MESSAGING
- SURROUND SOUND EFFECT: REPETITION FROM DIFFERENT MEDIA CREATES A SYNERGISTIC IMPACT



Top 5 ways that shoppers report discovering new items to try:

IN-STORE DISPLAY: **47%**

PRODUCT ADVERTISEMENTS: **45%**

PRODUCT COUPONS: **42%**

ON SALE/PROMOTION: **41%**

IN-STORE SIGNAGE: **41%**

Source: 84.51° Real Time Insights, October 2023

Brands that combined offsite display and targeted onsite ad campaigns resulted in:

1.3x Higher Sales Uplift

1.4x Units Uplift

+4% New HH Trial Uplift

On average vs. campaigns with display-only target
Based on analysis of 200+ Kroger Precision Marketing campaigns

OBJECTIVE:

A CPG brand wanted to introduce Kroger shoppers seeking a healthier lifestyle to its portfolio of mixes and snacks.

SOLUTION:

A multichannel approach that included an **offsite-Pinterest and onsite display ad strategy**. The brand tapped into Kroger Precision Marketing's audience library to reach non-buying households and convert them into consistent repeat purchasers.

THE RESULTS:

+6x
AROAS

+12%
Sales Uplift

+3x
Uplift in sales of HHs receiving 3 tactics vs. 1 tactic

LEARN MORE ABOUT HOW WE CAN HELP YOU CONNECT WITH SHOPPERS ACROSS THE PATH TO PURCHASE.