

CARVERTISE

# FRY'S KROGER

IN STORE VISITATION LIFT STUDY



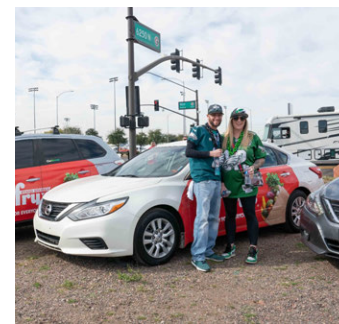
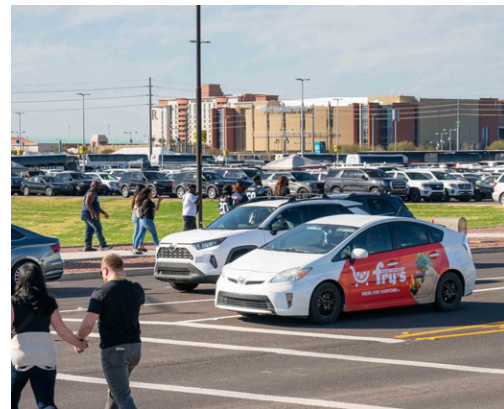
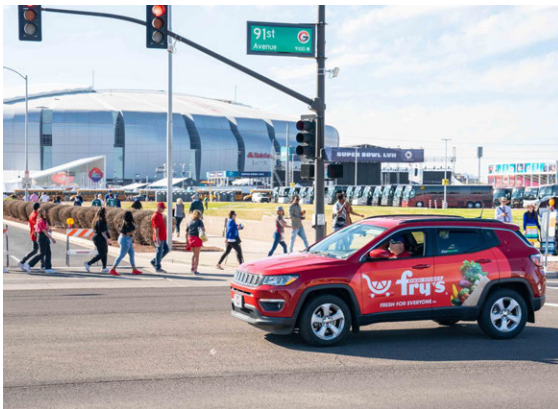
# FRY'S KROGER

## BACKGROUND & STRATEGY

Fry's Food Stores launched 75 Rideshare cars in Phoenix, AZ for 18 weeks, sending cars to major events like Super Bowl LVII and Phoenix Suns home games.

Carvertise, in conjunction with StreetMetrics, tracked to see how many people were exposed to Carvertise Rideshare cars and visited a Fry's Kroger grocery store, vs. those who were not exposed to Carvertise Rideshare cars.

StreetMetrics captured Unique MobileIDs for this study.





# FRY'S KROGER

## LOCATION RESULTS

**3.87%** of all individuals exposed to the Fry's Kroger x Carvertise ads visited one of the 26 Fry's Kroger locations. The 5 highest visitation rates by location for exposed individuals were:

- Fry's Food And Drug 66000129 **(1,436 visits)**
- Fry's Marketplace 66000698 **(1,419 visits)**
- Fry's Marketplace 66000694 **(1,402 visits)**
- Fry's Food And Drug 66000135 **(1,350 visits)**
- Fry's Marketplace 66000617 **(1,316 visits)**

Overall, the Fry's Food And Drug 66000609 location had the highest lift **(4.1x)**. The top 5 stores most likely to be visited after exposure were:

- Fry's Food And Drug 66000609 **(4.1x more likely)**
- Fry's Food And Drug 66000126 **(3.7x more likely)**
- Fry's Food And Drug 66000046 **(3.2x more likely)**
- Fry's Food And Drug 66000081 **(3.2x more likely)**
- Fry's Food And Drug 66000078 **(2.9x more likely)**



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## VISITATION RESULTS

Carvertise tracked over 700,000 Unique Device IDs and found that people exposed to a Carvertise car were **122.2%** more likely to visit Fry's Kroger locations when compared to individuals not exposed to the ads, producing a nearly **4%** visitation rate vs **1.74%** visitation rate in non-exposed Carvertise cars.

GROUP	UNIQUE DEVICES	STORE VISITS	VISITATION RATE
EXPOSED	703,323	27,223	3.87%
CONTROL	750,826	13,081	1.74%





# FINAL ANALYSIS

**14,142+**

Additional visitors driven to Fry's Food Store during the Carvertise campaign

**13x ROI**

On the total campaign spend

**\$53,000+**

Worth of unanticipated brand awareness due to additional miles driven

**2.84%**

Increased Visitation Rate on Mondays, the day after most SWARM events

