

THE 2020 IN-STORE IMPACT BENCHMARK*

*An analysis of 240 Drive-to-Store Campaigns across European markets

“Five months after launching “In-Store Impact”, our new cross channel Drive-to-Store solution, we have taken a look at a number of campaigns, from a number of markets to build out solid performance benchmarks around drive to store advertising. In Store Impact enables marketers to track real-time footfall uplift data tied directly to cross-channel advertising activity activated on Hawk by TabMo’s platform. Discover the results of the first European campaigns using this technology.”



Renaud Biet
Co-founder, TabMo

Between 21st April and 7th October, we analysed the results of 240 Drive-to-Store advertising campaigns across European markets. All of these were activated through TabMo’s market leading cross channel DSP, Hawk.

For a clearer interpretation of the results we segmented all these campaigns into 15 sectors (as defined by the IAB): beauty, style & fashion, home & garden, automotive, business, grocery stores, food & drinks, travel, alcohol, hobbies and interests, luxury, arts and entertainment, health, real estate and high tech.

The study revealed that :

- 14% of the clicks recorded converted into store visits
- An average in-store visit cost of \$2.62.
- The average in-store traffic uplift generated by a campaign is 70%.
- The average distance driven to the store after being exposed to an ad is 9km.

For more insights into drive to store benchmarks across European markets take a look at the full study results below.

The results



Store visits uplift

+70%
Average Uplift across all the campaigns we analysed

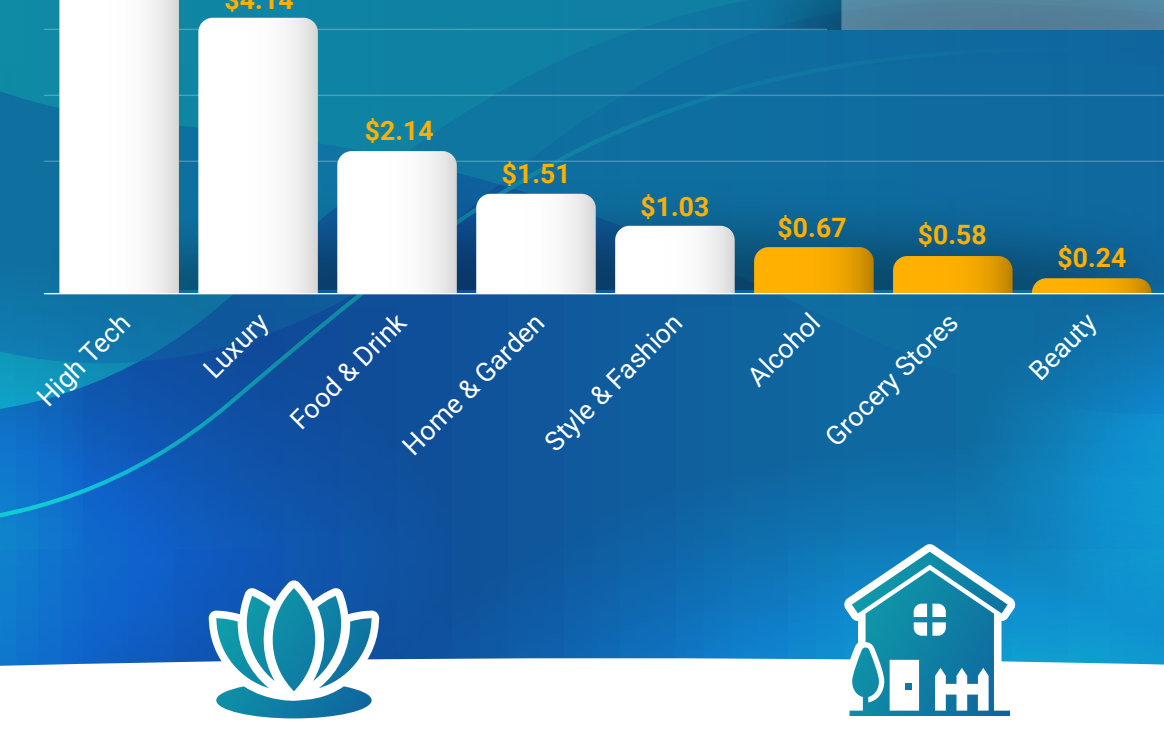


Cost per visit

Industry Sectors with highest Cost Per Visit



Most Competitive Industry Sectors



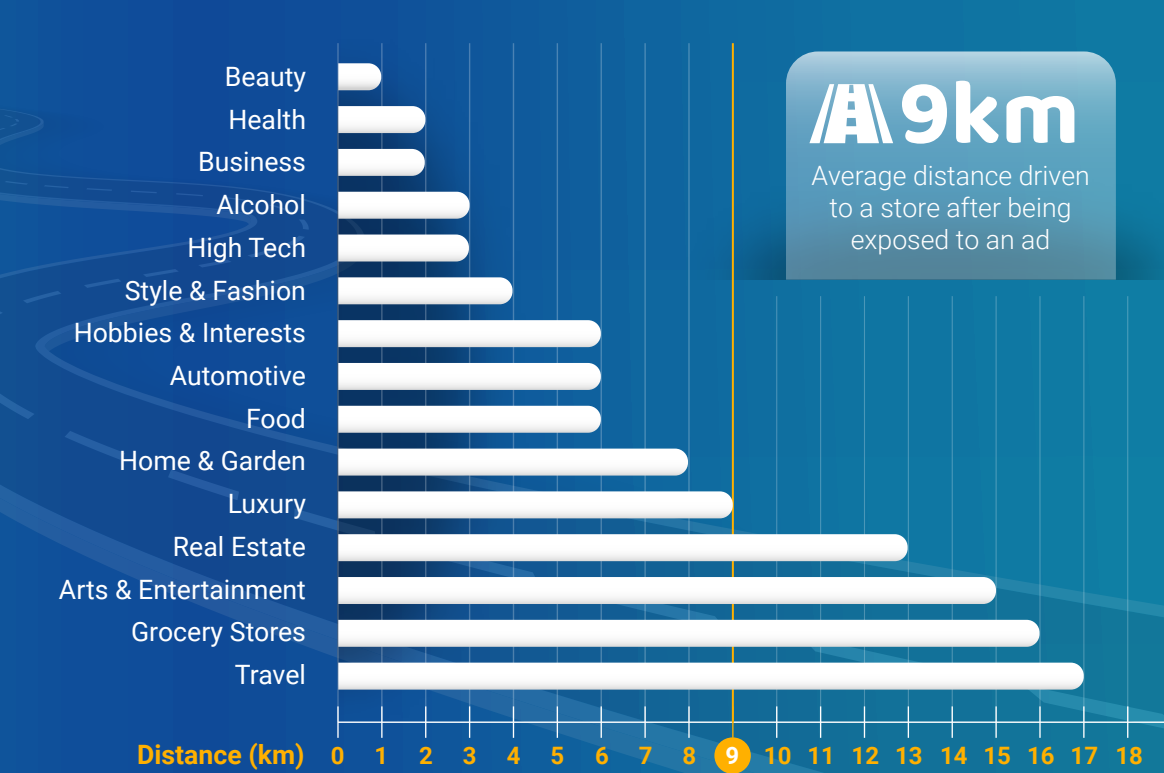
\$2.62
Average cost of a shop visit

The ‘Beauty’ sector is the one with the most competitive cost per visit (\$0.24) followed by the ‘Grocery Stores’ sector (\$0.58).

By contrast the sector with the highest cost per visit was ‘Real Estate’ with an average cost per visit of \$434.30.



Average distance travelled

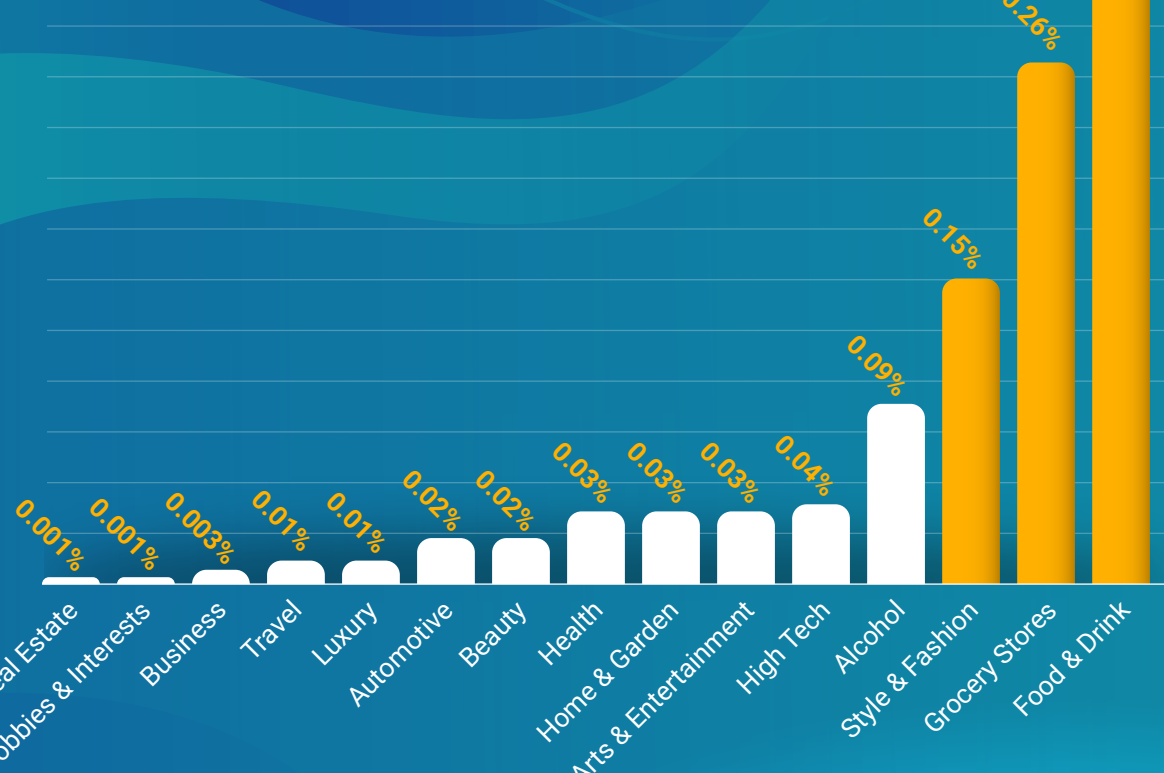


9km
Average distance driven to a store after being exposed to an ad

14% of the clicks recorded were converted in store visits



Visit rate per impression



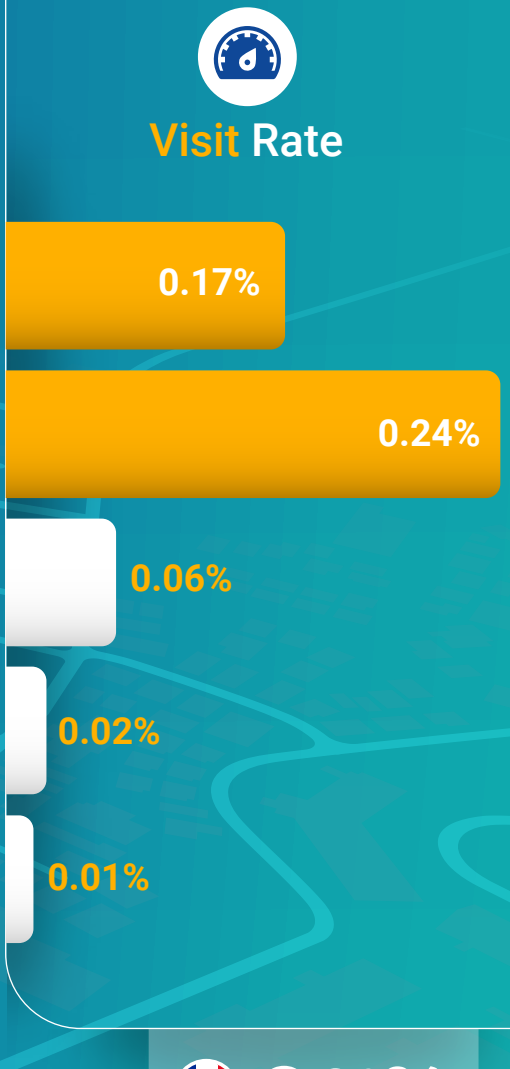
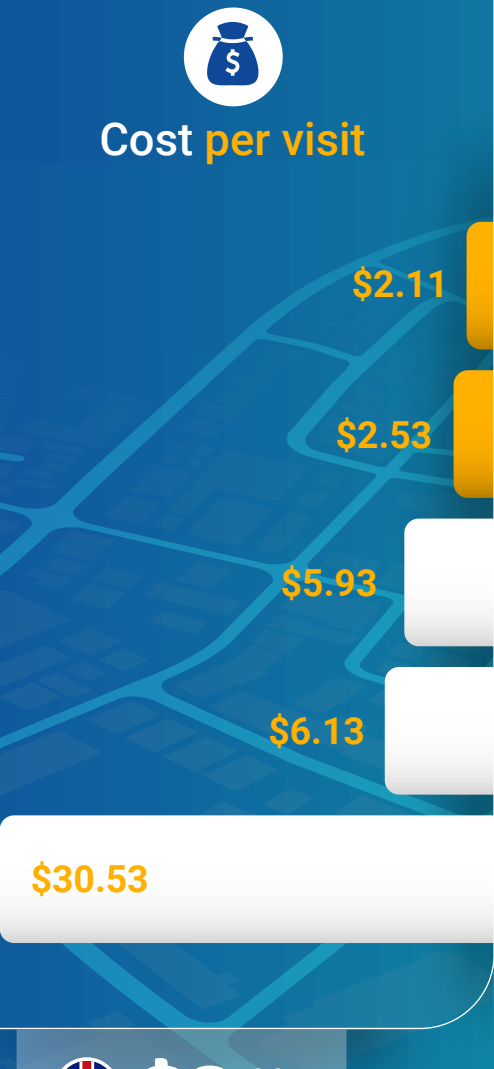
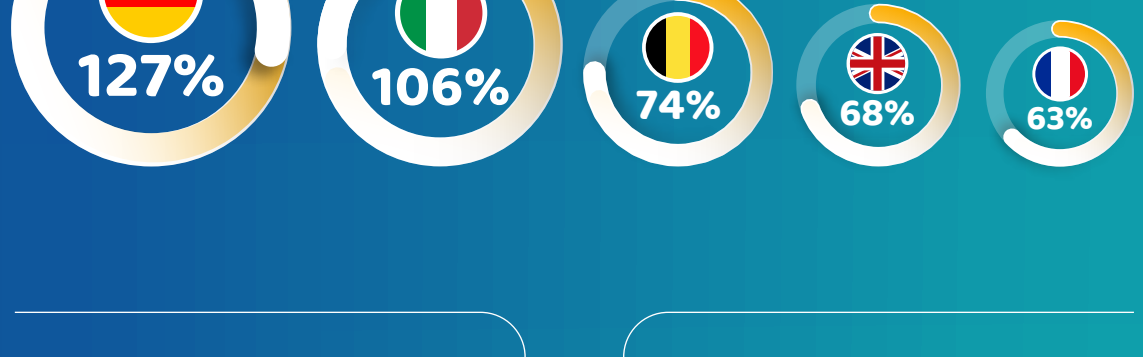
Best performer : The Food and Drink sector with a visit rate per impression around 0.30%, meaning an average of 333 impressions needed to be delivered to generate a store visit.

Results by country



Uplift for in-store traffic

127%
Country with the highest uplift



\$2.11
Country with the lowest cost per visit

0.24%
Country with the highest visit rate after exposure