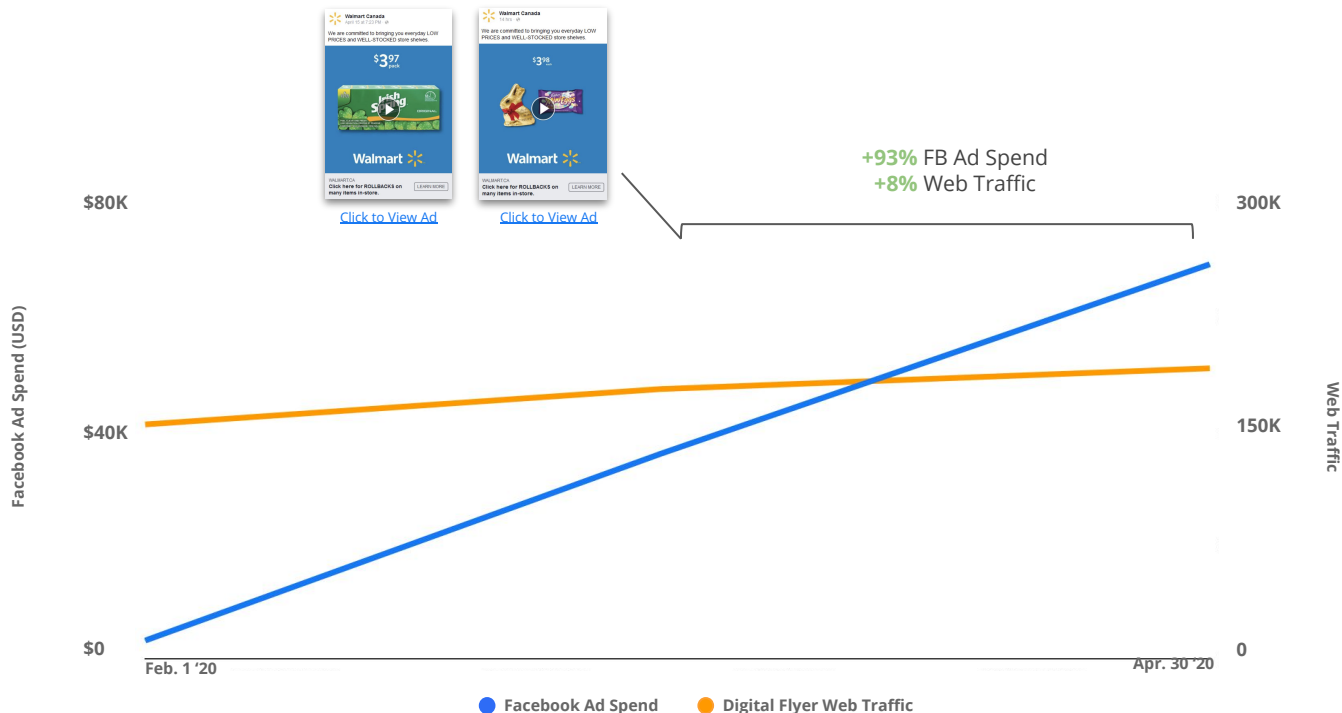




**Supporting a Digital Grocery
Flyer With Paid Ads**
Grocery & Retail



Walmart increased their monthly **Facebook** ad spend for digital flyers by **+93%** to \$69K. This led to an 8% increase in **web traffic to Walmart's digital flyer page**.



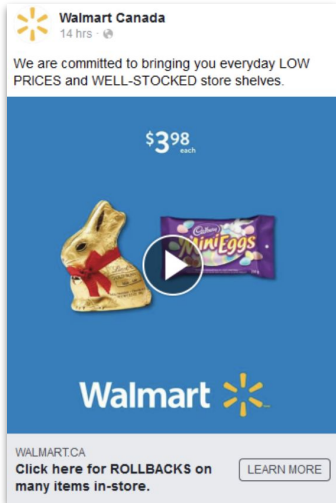


Walmart ads are product focused and the copy does not use the words “digital flyer”, despite the ad directing users to the flyer page.



[Click to View Ad](#)

Spend: \$11K
Impressions: 3.1M
CPM: \$3.64



[Click to View Ad](#)

Spend: \$6K
Impressions: 1.6M
CPM: \$3.61



[Click to View Ad](#)

Spend: \$4.7K
Impressions: 1.3M
CPM: \$3.61

Walmart Digital Flyer Facebook Ads:



Uses “Learn More” CTA rather than “Shop Now”



Does not use the words “digital flyer” in the copy



Price of each product stands out from the creative



Use of video to showcase multiple products



Does not educate the consumer on digital flyers and how to use them

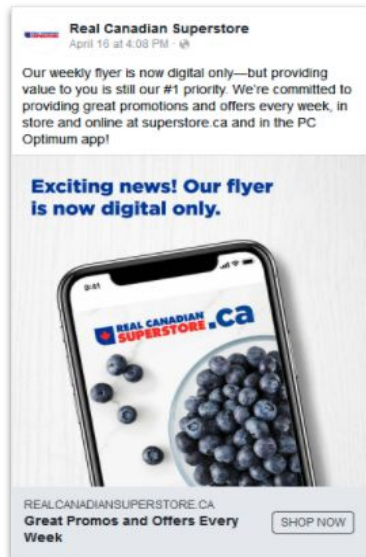
Product focused ads can be a hit or miss, depending on if the products resonate with the consumer.

Product focused ads can be segmented and served to the right audience based on demo and interest targeting on FB. (i.e: show baby powder and diaper products to new mothers).



In contrast, competitors such as Superstore and Loblaws launched their digital flyer campaign by serving general awareness ads which resulted in a **+136%** and **+141%** increase in web traffic to the digital flyer page.

Superstore Digital Flyer Facebook Ads:



Clearly communicates to the consumer that flyers are digital only.



Uses "Shop Now" CTA



Uses "Digital Flyer" in the copy and creative



Creative shows a mobile phone, which teaches the consumer to use mobile devices while shopping to find promotions

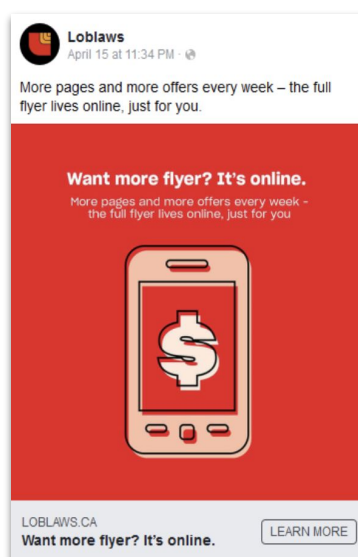


Main copy is quite lengthy - consumers may not take the time to read the entire body of text.

[Click to View Ad](#)

Spend: \$12K
Impressions: 2.3M
CPM: \$5.12

Loblaws Digital Flyer Facebook Ads:



Creative shows a mobile phone, which teaches the consumer to use mobile devices while shopping to find promotions



Uses "Learn More" CTA rather than "Shop Now"



Clearly communicates to the consumer that the full flyers can now be found online.



The copy ("Offers every week") educates the consumer that the flyer is updated on a weekly basis

[Click to View Ad](#)

Spend: \$14K
Impressions: 3.8M
CPM: \$3.65