



Convert your eGrocery traffic into digital ad revenue.



National consumer brands are investing \$11B+ into valuable point of sale digital advertising and grocery giants like Instacart, Walmart, Target, Kroger and Amazon are cornering the market.

With Mercatus Digital Advertising, regional grocers can claim their share of digital ad revenue by offering a competitive, high-conversion point of sale digital advertising program that enhances the shopper experience to build lasting shopper loyalty.



eCommerce benefits from a competitive digital advertising program

1/3+
of existing
customers upsold

3.5x
cost per 1000
impressions (CPM)
over traditional media

89x
higher click-through
rate (CTR)

*Data from CitrusAd research

Offer a seamless, point of sale advertising experience with Mercatus Digital Advertising.

Combining Mercatus' leading grocery eCommerce solution with CitrusAd's cutting-edge advertising technology, Digital Advertising on the Mercatus platform empowers grocers and national consumer brands to **optimize the digital advertising process**, **increase revenue**, and **drive shopper loyalty** with an enriched online shopping experience.



Optimize advertising with Mercatus' professionally-managed services

- Scalable, centralized ad platform
- Real-time reporting and ROI measurement
- Automatically collect digital ad revenue to offset cost of eCommerce



Increase revenue with contextual, targeted point of sale ads

- High-conversion ads, seamlessly integrated with your branded commerce site
- Compete against grocery retail giants for share of digital ad revenue
- Reclaim digital ad revenue from delivery-provider marketplaces

Enrich your eCommerce and drive shopper loyalty with native advertising

- Engaging ads that match the look, feel and function of your branded site
- Relevant product recommendations and offers
- New opportunities for online product discovery



Powered in partnership with **CitrusAd**



Optimize grocery advertising, increase revenue, and drive shopper loyalty with Mercatus Digital Advertising.

Contact us to learn more.

mercatus.com/digital-advertising

solutions@mercatus.com

1-877-525-5051