

AdAdapted's Zero Bounce Technology Drives Seamless Conversion for Retail Campaign



Results That Speak For Themselves

99% Cart Transfer Rate from Off Property

20X Increase in Add to Cart Conversions

BACKGROUND

Grocery shoppers typically face multiple steps and disruption when attempting to add products to their ecomm cart, with only 5% of clicks resulting in a product added to cart.

CHALLENGE

A leading grocery retailer wanted to create a more seamless connection between their offsite campaigns and onsite ecomm carts, increasing the number of products being added to authenticated carts.

SOLUTION

AdAdapted executed a co-branded campaign for a citrus brand, targeting the retailer's 1P audience with AdAdapted's Zero Bounce Technology. **With one-click, known customers seamlessly added items to their cart, without logging in or removing them from their desired off-property experience.** The added item can then be purchased immediately or when most convenient for them to continue shopping or checkout. Delivering this seamless experience to their **customers led to a 20X increase in Cart Transfer Rate, with 99% of clicks leading to conversion.**

