

How El Toro Fills Your Aisles With Net-New Shoppers

A side-by-side look at El Toro vs. a competing media partner running weekly digital circular campaigns for a national grocery retailer — measuring shopper reach, foot traffic, circular engagement, and net-new in-store visits across the supermarket footprint.

4.6x

MORE NET-NEW SHOPPERS

30%

LOWER COST PER STORE VISIT

+33%

HIGHER CLICK-THROUGH RATE

COMPETITOR

Competitor

Weekly grocery circular distribution

COST PER STORE VISIT

\$0.44

Spend required to drive one shopper into the supermarket

NET-NEW SHOPPERS

5,694

Households driven to the store with zero visits in the prior 30 days

EL TORO

El Toro

Weekly grocery circular distribution

COST PER STORE VISIT

\$0.31

More foot traffic generated per ad dollar invested

30% LOWER

NET-NEW SHOPPERS

26,328

Households driven to the store with zero visits in the prior 30 days

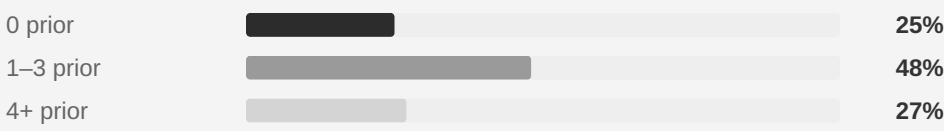
+362%

★ THE CONVERSION THAT MATTERS MOST ★

TOTAL STORE VISITS (30 DAYS)

22,921

Verified shopper foot traffic across the grocery footprint



Only 25% net-new shoppers — 75% were already walking through the doors.

TOTAL STORE VISITS (30 DAYS)

30,786

Verified shopper foot traffic across the grocery footprint



86% net-new shoppers — El Toro filled the aisles with first-time households.

+34%

AVG. TIME ON WEEKLY CIRCULAR

02:38

2x the national grocery circular benchmark

AVG. TIME ON WEEKLY CIRCULAR

03:07

3x the national grocery circular benchmark

+18%

CIRCULAR VIEWS

5,272

Shoppers who opened the weekly grocery circular

CIRCULAR VIEWS

6,918

Shoppers who opened the weekly grocery circular

+31%

SHOPPER IMPRESSIONS

648,891

Circular ads served to households in the trade area

SHOPPER IMPRESSIONS

703,481

Circular ads served to households in the trade area

+8%

CLICKS TO CIRCULAR

4,178

Shopper engagements with weekly deals and produce features

CLICKS TO CIRCULAR

5,947

Shopper engagements with weekly deals and produce features

+42%

CLICK-THROUGH RATE

0.64%

Share of shopper impressions that drove a click

CLICK-THROUGH RATE

0.85%

Share of shopper impressions that drove a click

+33%

HOW DO I INCREASE BUSINESS TO MY STORES WITH EL TORO?

El Toro pairs household-level targeting with verified store visit measurement, so every advertising dollar works harder to fill grocery aisles with new shoppers — not the same loyal customers your circular already reaches.

Reach Net-New Households

El Toro's IP-based targeting puts your weekly circular in front of shoppers who haven't walked your aisles in 30+ days. 86% of attributed visits came from net-new households — opening the top of the funnel instead of recycling existing traffic.

Drive Measurable Foot Traffic

We tie ad exposure to verified in-store visits across your full grocery footprint — 30,786 visits this week, at \$0.31 per visit. You see exactly which households saw the circular and which ones showed up at the register.

Make the Circular Work Harder

Shoppers spent 3:07 with the digital circular — 3x the national grocery benchmark — browsing weekly deals, fresh produce features, and promoted items. Deeper engagement upstream means bigger baskets when they reach the store.

Ready to fill your aisles with net-new shoppers?

See what household-level targeting and verified store visit measurement can do for your weekly circular. Talk to an El Toro grocery & retail strategist today.

GET STARTED

Let's Talk

eltoro.com/contact-us