

CASE STUDY

From Online Exposure to Checkout: Cybba BrickMatch In-Store Attribution in Action

INTRODUCTION

A leading U.S. discount grocery chain partnered with Cybba to promote its 4th of July campaign across 133 participating stores nationwide. The goal: drive store visits, increase in-store sales, and capture online engagement while proving the direct impact of digital advertising using Cybba BrickMatch.

- Increase in-store visits and sales during the 11-day promotion (June 25 – July 5).
- Track online actions, foot traffic, and in-store transactions tied to ad exposure.
- Gain attribution insights to guide future campaigns.

STRATEGY

Cybba deployed an omni-channel campaign focused on Over-The-Top (OTT) Advertising, supported by Audio, Display, and Cybba's Onsite Engagement tool.

- **Creative targeting:** 4th of July creatives for states in the promotion, generic creatives elsewhere.
- **Attribution:** Leveraged Cybba's BrickMatch technology to connect digital exposure to store visits and in-store transactions.
- **Online engagement tracking:** Captured clicks to app stores, account registration pages, and third-party delivery partners.



ONSITE RESULTS

40

Registrations

20,600

Clicks to App Store

FOOTFALL RESULTS

2537

In-Store Visits

442

In-store Purchases

\$20,504

Purchase Value

Key context: Only 6% of all in-store transactions included a loyalty ID (the maximum possible attribution pool).

Client provided only 60% of total store transaction logs for matching, making these results a conservative measure of total impact.

HALO EFFECT

Using a 30-day lookback, Cybba measured a strong halo effect from the 4th of July campaign. Post-campaign, we saw an additional 7742 footfall visits and 153 additional account registrations—showing lasting impact on consumer behavior even without in-store sales data.

CONCLUSION

By combining precise targeting with comprehensive attribution, Cybba proved the online-to-offline impact of the client's July 4th campaign. Even with partial data, results showed measurable sales lift, strong engagement, and a clear picture of how online campaigns influenced both digital actions and physical store visits.