

# Regional grocer exceeds eCommerce goals with Yelp

## Challenge

A regional grocer was challenged with finding a partner to efficiently grow online orders and accelerate their increasingly important eCommerce business during the pandemic.

## Solutions

**Products:** Yelp Ads and Showcase Ads

**Targeting:** Yelp users searching for Grocery Stores and Bakeries categories.

**Measurement:** Yelp Pixels

## Results

# 8.7:1

Return on Ad Spend

# \$16.37

Average Cost per Online Order

*(Exceeded category CPO benchmark by 30%)*

