



INSTANT.RO

20X Better User Acquisition Cost

**The Unmatched Power of Retail Media
to Generate Conversions.**

Romania's first AI platform for instant car valuation, and trading of used cars and services.

Challenge

Instant.ro aimed to increase its user base and looking to lower its User Acquisition Cost at a target cost of €5.5 per user, from an average of €8.5 per user as driven by their current Search & Social Media investment. To meet these goals, they collaborated with Footprints AI's retail media services, deploying a three-phase strategy, focusing on new user sign-ups and driving engagement.

Strategy

Execution

The retail media campaign was omnichannel — executed in-store, on-site, and off-site — utilizing dynamic ad delivery tailored to consumer profiles with precise geolocation accuracy down to the store location level. The strategy aimed to activate retail media exposure at every relevant step on the path-to-purchase. This approach was bolstered by AI-generated recommendations.

Retail Network

Instant.ro launched its retail media campaigns within Profi, Romania's largest retail network with extensive national coverage. The campaign strategically targeted specific audiences based on their shopping and purchasing behaviors within Profi. It reached in-store shoppers in both major cities and smaller towns, and extended its reach digitally through various online channels, utilizing both off-site and on-site platforms to effectively convey its message and drive results.

Target Audience

The campaign targeted a diverse customer base of the national retailer, focusing on urban individuals aged 30-45, both men and women, with above-average income and education. These customers, employed in corporations, private companies, or as entrepreneurs, are likely to appreciate convenient, tech-driven car sales solutions and may already be considering purchasing a vehicle.

Strategy At A Glance

Retail Network



Retail Channels

- In-Store: Digital Screens, Radio & Info Kiosk
- On-Site: Website, Mobile App
- Off-Site: Social Media Posts

Media Investment

- Duration: 6 weeks
- Flights: 3
- Budget: €67,500



"The collaboration with Footprints AI has been a game-changer for Instant.ro.

The transformative power of retail media in reaching the right audience at the perfect moment is critical for our growth strategy .

Andrei Dutulescu
CEO @ Instant.ro



Solution

Powered by Footprints AI, Profi Retail Media Network is Romania's most advanced ad network that ensures brands to engage with the right audience based on both shopping and purchase behaviors, maximizing customer intelligence and media investment impact.

The solution involves:

- Omnichannel retail behavior analysis.
- Profiling to generate socio-demographics, and household-level econometrics.
- Predict next 30-day behaviors.
- Use geolocation for precise insights and community-level targeting.
- Generate hyper-personalized ad content.

Retail media campaigns allow precise targeting throughout the purchase path, offering competitive media costs, real-time campaign measurement, and direct sales outcome monitoring, opening new channels for non-CPG brands.

Results

Traffic Acquisition

The campaign significantly boosted website traffic, resulting in around 882,000 new visits from retail media effort.

User Acquisition

Instant.ro achieved a highly competitive user acquisition cost of €0.56 per new user, 10 times lower than initial target, and 20 times lower than other sources from Search & Social Media.

Sales Leads

The campaign generated 1,350 sales qualified leads, at a cost twice lower than leads from Google or Facebook.



Cost per Visitor

€0.07

7 times lower



User Acq. Cost

€0.56

20 times lower



Cost per Lead

€49

2 times lower