

Retail, Taptap Case Study



Pick n Pay, Festive Footfall Showdown

Pick n Pay, one of South Africa's leading retail brands, ran high-impact campaigns during peak retail periods such as Black Friday and the festive season to drive in-store traffic and maximise sales.

To strengthen performance within a **competitive media** landscape, Pick n Pay partnered with A.M.A to execute an A/B test comparing area-based mobile marketing solutions.

The campaign focused on driving **measurable store visits** and achieving an **efficient Cost Per Visit**. Taptap was a strong fit as it enabled Pick n Pay to influence shoppers in close proximity to stores, effectively converting **intent** into physical **footfall** during high purchase-intent seasonal periods.



The Challenge

To determine which location-based media partner could drive the **highest volume of quality store visits** while delivering the most **cost-efficient** in-store impact.



The Solution

Taptap leveraged precision location targeting and proximity-based mobile engagement to **reach high-intent shoppers** near selected **Pick n Pay stores**, delivering **optimised exposure** designed to drive **measurable footfall** and **maximise campaign efficiency**.



The Results

Taptap drove **2× more store visits at half the cost per visit**, delivering over an estimated **R5.1M in attributed in-store revenue**. The campaign also achieved a **0.91% CTR, performing up to 4.5× above retail benchmarks**, highlighting exceptional audience engagement.

Taptap

CTR: 0.91%

Store Visits: more than double than that of the competitor

Cost per Store Visit: R4.75

Local Competitor

CTR: 0.48%

Store Visits: half of what Taptap achieved

Cost per Store Visit: R9.98



Campaign Visuals

