

Good Apple and Chicory Partnership Drives 672K Incremental Store Visits for National Value Retailer

Using contextual commerce media to drive results during the holiday season



CHALLENGE

With inflation continuing to impact household spending, value-conscious shoppers have become more selective about how and where they shop—especially during the holidays. Good Apple, an independent media and measurement agency known for its data-driven solutions tailored to their clients' needs, was challenged to help one of the nation's largest discount retailers capture more store traffic during this key drive period.

SOLUTION

To achieve this goal, Good Apple partnered with Chicory, the leading contextual advertising platform for CPG and grocery, to launch a campaign that reached shoppers in the right mindset: while actively planning meals and building grocery lists. Instead of relying on traditional display tactics, the campaign aligned contextual media with seasonal recipe content, allowing the retailer to show up where food decisions were naturally occurring.

The campaign ran throughout the holiday season and featured everyday essentials like baking ingredients, canned goods, and quick-prep solutions. These value-focused products were promoted alongside recipes including seasonal mains, traditional sides, and holiday baked treats—enhancing relevance for the consumer as they planned their next grocery purchase.

“As an agency, Good Apple is always looking for smarter ways to reach the right audience. Chicory’s contextual commerce solution gives us a more qualified alternative to standard display—helping us connect with shoppers when they are truly engaged and ready to act. For CPG and grocery brands, aligning with food content reinforces relevance at the exact moment of need.”

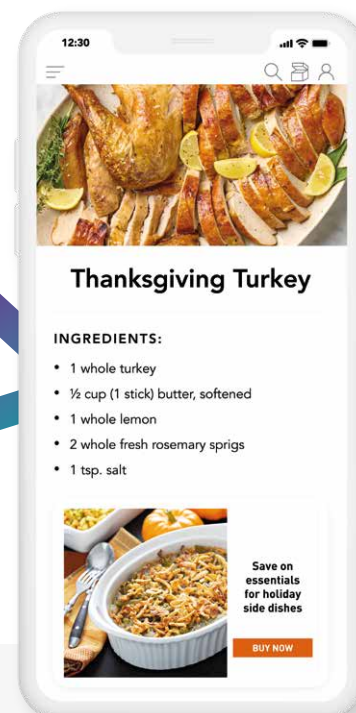
— **Karen Walker, Associate Media Director,**
Good Apple

RESULTS

The campaign delivered strong results, building on the success and learnings of a previous holiday activation.

- **672,361** incremental store visits
- **106%** store-visit lift
- **90%** increase in Chicory CTR year-over-year compared to the retailer's previous holiday campaign

By leaning into contextual commerce media, Good Apple demonstrated how agencies can move beyond traditional display to deliver a more intentional, relevant strategy—one that translates online inspiration into real-world impact. Simply put: it's about reaching the right shopper, at the right time, with the right mindset.



Curious how Chicory can help reach, influence, and engage new customers? Reach out to our team.

chicory.co | hello@chicory.co