



# From Shelf to Showroom: How Hyundai Used Retail Media to Turn Grocery Shoppers into Car Buyers

Proving that retail media can drive awareness,  
qualified leads and real vehicle sales for a non-  
endemic auto brand in Romania

# Noul Hyundai SANTA FE.

Open for more.

Descoperă

Hyundai used retail media to prove that a non-endemic automotive brand can do more than build awareness in grocery, turning in-store and on-site visibility into qualified dealership leads and measurable car sales across Romania's largest retail networks.



Footprints AI and Hyundai built a full-funnel retail media strategy that ran two connected layers, an upper-funnel brand lift layer on in-store screens and a lower-funnel traffic-and-leads layer across retailer apps, websites and email, taking a non-endemic automotive brand from grocery-aisle awareness all the way to dealership leads and vehicle sales.

## The strategy:

- Build broad awareness for Tucson, Santa Fe and Inster across high-traffic in-store digital screens.
- Drive qualified clicks into Hyundai's model landing pages through app, website and email placements across multiple retail networks.
- Convert that traffic into "Solicită Ofertă" dealership leads routed directly to Hyundai's authorised dealer network.
- Measure one connected funnel: impressions, clicks, leads and actual vehicle sales.

## Challenge

Cars are a high-consideration, long-cycle, non-endemic purchase, nothing a shopper buys in a supermarket. Hyundai needed to prove retail media could do more than generate reach for a category with no shelf presence: it had to drive qualified traffic into model landing pages, generate real leads for dealerships and ultimately contribute to car sales, all from inside the grocery and retail-app environment.

## Execution

- **In-store visibility:** digital screen video built awareness for Tucson, Santa Fe and Inster across high-footfall retail locations.
- **On-site reinforcement:** mobile app display, text notifications and website display ads carried model-specific creative into retailer apps and sites, driving clicks to Hyundai landing pages.
- **Multi-network reach:** activation spanned Profi, Carrefour, Inmedio and the Tazz, Glovo and Bolt delivery apps, plus Altex, extending Hyundai's presence well beyond a single retailer.
- **Lead capture:** traffic landed on dedicated model pages with a clear "find out more / request an offer" path, converting interest into qualified dealership leads.

## Shopping Missions

The campaign targeted everyday retail moments where a broad, urban audience of professionals and families could be reached at scale:

- Routine and replenishment trips, where repeated exposure built familiarity with the three models.
- Digital browsing and ordering moments in retailer apps, where model creative prompted a click to learn more.
- Consideration moments, where high-intent users moved from interest to requesting a dealership offer.

## Target Audience

- Adults 25–55, all genders, Urban, national focus, Life stages: Young Professionals, Young Couples, Young Singles, Full Nest I, II and III, and DINKs.
- Shoppers in-market for a new vehicle across city EV (Inster), compact SUV (Tucson) and large family SUV (Santa Fe).

## Strategy At A Glance

### Retail Network

profi Glovo<sup>9</sup> Altex inmedio  
Carrefour  tazz Bolt Food

### National coverage

### Retail Channels

- **In-Store:** Digital Screens – Video Ad
- **On-Site:** Mobile App – Display Ad, Mobile App – Text Notifications, Website – Display Ad
- **Off-Site:** Email – Banner Insert

### Media budget

- Duration: 160 days
- Share of Budget: 16%

# Noul Hyundai INSTER.

100% electric.

Descoperă

De la  
**13.782 €**  
TVA inclus



Autonomie de până la 370 km  
Putere până la 115 CP

Lungime 3,82 m  
Sistem de navigație



Imagine cu titlu de prezentare. Consum în regim combinat WLTP pentru modelul INSTER cu roți pe 17", 49 kWh (115CP): consum energie 15.1 kWh/100 km, emisii CO<sub>2</sub>: 0 g/km, clasă CO<sub>2</sub>: A. Preț cu TVA inclus conform Programului Rabla Plus 2025.

## Solution

Hyundai used retail media as a full-funnel engine: in-store screens and on-site placements built awareness and drove qualified traffic, while a clear lead path converted that traffic into dealership enquiries and, ultimately, car sales, closing the loop on retail media ROI for a non-endemic category.

Footprints AI enabled:

- Full-funnel orchestration: a connected journey from in-store awareness through on-site clicks to dealership leads and vehicle sales.
- Non-endemic activation: proof that an automotive brand with no shelf presence can use retail media to generate demand and sales.
- Multi-network reach: coordinated presence across Profi, Carrefour, Altex, Inmedio and major delivery apps for national scale.
- Lead-to-sale validation: traffic tracked all the way to dealership lead forms and confirmed vehicle sales, proving incremental value beyond awareness.

## Results

The campaign delivered strong full-funnel performance, taking a non-endemic brand from grocery reach to confirmed car sales:

- 27.3M impressions and 18M reach across the two layers, reaching a broad urban audience at national scale.
- Brand lift layer: 8.5M in-store impressions and 6.1M reach, at a response rate of 0.2, double the 0.1 planned.
- Traffic layer: 314,600 clicks delivered to Hyundai's model landing pages at a cost per click of €0.51.
- 1,497 qualified dealership leads generated, requests routed directly to Hyundai's authorised dealers, at a cost per lead of ~€108.
- 15 vehicles sold at campaign close
- €468,300 in estimated sales value, delivering a 2.9x ROAS against attributable traffic-and-leads media spend.

Share of Budget

**16%**



ROAS

**2.9x**