

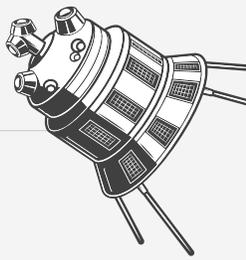
**CASE STUDY: MERCATO**

**ACCELERATING  
SUCCESS.**

**DELIVERING  
RESULTS.**



# PROBLEM



Mercato, the nation's leading eCommerce and delivery platform for independent grocers, experienced an explosion of demand at the advent of the COVID-19 pandemic. Good problem to have, right?

Not entirely.

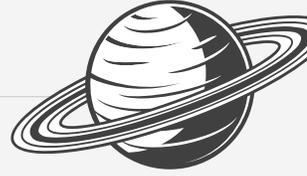
A relative newcomer to the online and delivery marketplace, Mercato did not have an adequate supply of merchant partners to meet this meteoric demand. The result: no predictable pipeline, no repeatable process, no scalable solutions.

The online grocery platform was at risk of bagging its earlier successes.



*Bobby Brannigan, CEO of Mercato, tapped Rocket Fuel to help him fuel his growth.*

# SOLUTION



We began our partnership with Mercato by learning about the business, its opportunities and its challenges. We then put our lead generation playbook to work to identify leaks in the funnel.

Armed with this knowledge, we began shoring up Mercato's merchant partnerships by implementing our **Four Ps of Success: Precision, Positioning, Process and Performance.**

## 01. PRECISION

We reached regions and stores with optimal revenue potential via precise targeting.

## 02. POSITIONING

We refined B2B and B2C messaging to position the indie leader as a caring, high-quality, locally-based alternative to big chain behemoths.

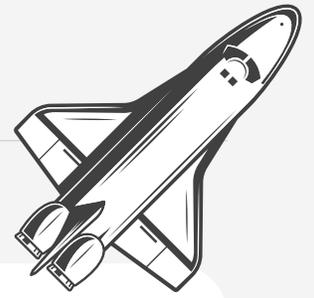
## 03. PROCESS

We implemented a lead nurturing and scoring process that included robust reporting. We also built a methodology for creating a bottoms-up lead generation budget that aligned with Mercato's top-down revenue goals, helping the company accurately predict and build pipeline. Mercato previously pulled lead reports once a month. With our new Salesforce dashboards and reporting systems, they could monitor performance daily and pivot rapidly.

## 04. PERFORMANCE

We amplified performance by testing a variety of channels, including SDR, account-based marketing campaigns, paid media, SEO-optimized blogs, industry publications, customer referrals partnerships and more. We optimized Mercato's home page, landing pages and app store presence in mere weeks using proven demand generation best practices that improved conversion rates and performance.

# RESULTS



Did the Rocket Fuel Labs playbook work?

**A lead increase of 389% quarter-over-quarter says yes.**

So does a 60% improvement in cost per qualified lead, a 26% increase in conversion rates and beating Mercato's inbound opportunity goal by 45%.

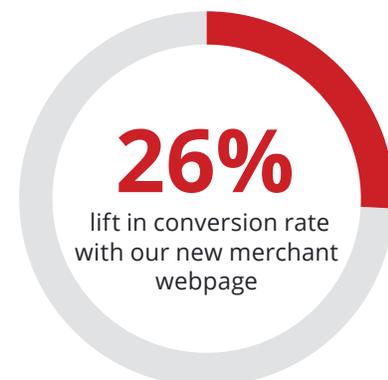
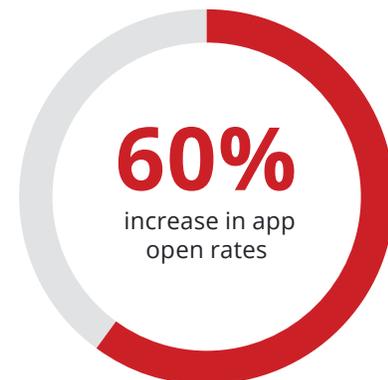
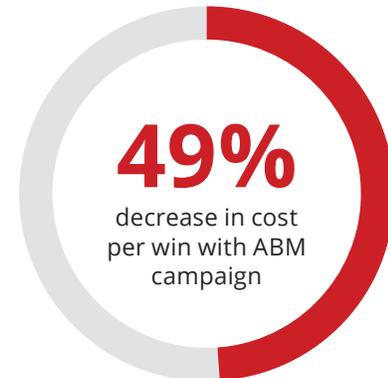
Bottom line, our proven playbook helped Mercato identify and plug leaks, predict leads, reduce cost per lead, build pipeline, generate opportunities and achieve opportunity growth, which led to exponential increases in revenue. These results have been instrumental to Mercato's year-over-year growth from a \$5 million company to a \$50 million company. They've also allowed the company to outpace every other player in the space in continued maintenance of this exceptional (and exponential) growth.

We're proud to have helped Mercato take off and achieve the velocity to fly higher and go further.

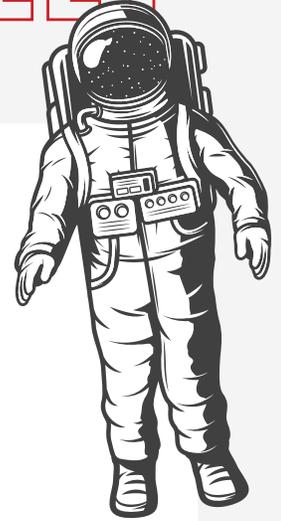
Ready to step up to the launching pad?

**Contact us now.**

**Other attention-getting, brag-worthy results include:**



# WORD ON THE STREET



*“Rocket Fuel Labs helped us scale our demand generation efforts when we needed it most, and at lightning-fast speed. Because of the COVID-19 pandemic, our demand was skyrocketing and we couldn’t add supply fast enough. We also couldn’t scale our efforts and hire new marketing team members quickly enough to keep up. By lending their expertise, insights, hard work and rapid solutions, Rocket Fuel Labs **helped us create a predictable pipeline of leads and opportunities** giving us the lift we needed to accelerate to the next phase of growth.”*

**BOBBY BRANNIGAN, CEO, MERCATO**

*“We would not have been able to grow our B2B marketing strategy to this extent without their constant support, extensive knowledge, and experience and incredible attention to detail. They have consistently made recommendations with our best interest in mind. I can’t thank the Rocket Fuel Labs team enough for their **incredibly creative ideas and high-quality work**. We would not be the company we are today without Rocket Fuel Labs!”*

**JUSTINE BOCKMAN, MARKETING MANAGER, MERCATO**

*“The Rocket Fuel Labs team has been nothing short of awesome to work with. They’ve been **instrumental in helping us identify new marketing opportunities**, as well as helping us execute on some of our existing ideas and initiatives. I would highly recommend Rocket Fuel Labs!”*

**RAMIZ I., DIRECTOR OF MARKETING, MERCATO**