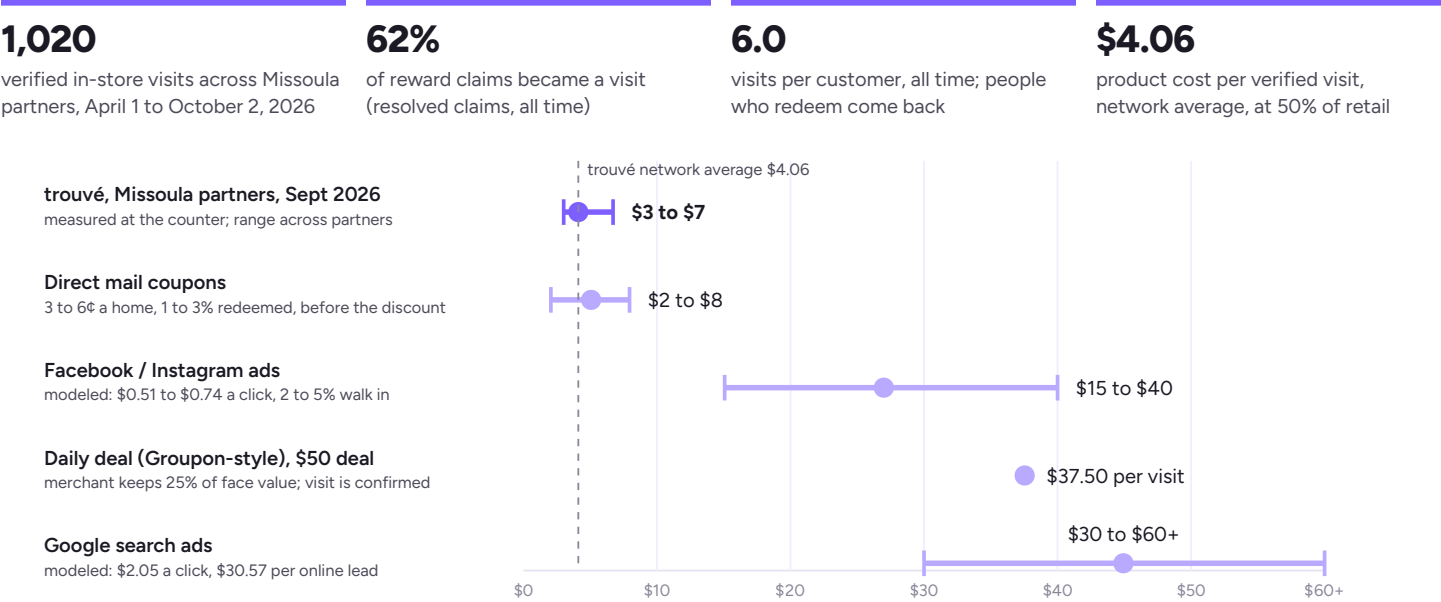


Only two channels a local business can buy will confirm a person walked in.
One costs \$4 to \$7 a visit. The other costs three quarters of the ticket.

Local businesses spend 3 to 10% of revenue on marketing, mostly on paid social, mostly measured by feel. Below: what each channel costs per confirmed in-store visit, and who pays when nobody shows up. trouv 's figures are counted at the counter; the rest are published benchmarks converted to a per-visit cost.



Radio, print, sponsorships, and donations are not drawn: none of them can count who walked in. Yelp ads are auction-priced from \$150 a month with no published average and no visit count. trouv  delivers the part those channels sell, people seeing your name, as a by-product: in September, 92 people opened the median partner's reward, and the ones who did not come in cost nothing. That reach grows with every member we add, and it is made of people who already go places on foot. The visit is the part the others cannot deliver at any size.

Channel	Typical monthly spend	You pay for	Counts a visit?	Who pays when nobody shows up
trouv�	\$79 + product at cost	A reward handed over at the counter	Yes, every one, in person	Nobody. Product stays on the shelf.
Facebook / Instagram ads	\$300 to \$2,000	Clicks, impressions	No	You. The click bills either way.
Google search ads	\$300 to \$2,000	Clicks	No, online actions only	You.
Direct mail coupons	\$400 to \$600 per 10,000 homes	Households reached	Partly, a redeemed coupon	You. 97 to 99% of the drop goes unredeemed.
Daily deal	\$0 upfront	A discounted sale	Yes, voucher redeemed	Each visit costs 75% of the ticket.
Local radio	\$500 to \$2,000	Airtime, by ratings estimate	No	You.
Local print	\$70 to \$280 per insertion	Space	No	You.
Sponsorships, baskets, donations	Varies	Goodwill	No	You, and that is fine: it was never meant to be counted.
POS loyalty program	\$45 to \$165	Software	Returning only	You. It cannot bring in anyone new.

Does it pay for itself? Added sales needed per visit = (monthly fee + reward retail × product cost % × visits) ÷ (visits × gross margin). A taphouse giving a \$6 pint at 15 visits needs about \$11 of added sales per visit; a bakery giving a \$5 cookie at 40 visits needs about \$7. The figure is per visit, not per customer, so a second visit with a tab clears both. Day-one results usually sit near break-even (one partner measured \$34 in ingredients against \$34.75 in added sales in month one); the case rests on the second and third visit, which the 6.0 visits-per-customer figure supports. We publish the weak number too: nobody, trouv  included, can prove a visitor would not have come anyway. trouv  is the only channel here that can tell you who came, when, how often, and whether they came back.

Sources. LocalImpact, State of Small Business Marketing 2025 (n=400): budget shares and channel spend. WebFX: restaurants spend 3 to 6% of revenue. WordStream by LocalIQ 2026 Google Ads benchmarks (13,000 campaigns): restaurants and food \$2.05 CPC, \$30.57 cost per lead. LocalIQ Facebook benchmarks: restaurants and food \$0.51 to \$0.74 CPC. Valpak product guide: inserts from 3 to 5¢ per household; Valpak 2025 readership study cites 1 to 2% coupon redemption. FSR Magazine: Groupon merchants typically keep 50% of a 50%-off voucher. Radio and print: published small-market rate cards, October 2026. trouv  figures: production database, read-only, through October 2, 2026; partner-reported figures from September 2026 briefs. Paid social and search per-visit costs assume 2 to 5% of clicks become a store visit; that assumption is ours. Full document with links at [trouveapp.com](#).