



# IRi Audiences

## FAQs

**Q: What do I need to get started using IRI Audiences for Facebook?**

A: Facebook Ads Manager account and a valid credit card. NOTE: It will take approximately 30 days for Facebook to approve your ability to use 3<sup>rd</sup> party data such as IRI audiences as Facebook audience targets. Therefore, we recommend using our portal once you have had a Facebook Ad Manager account for at least 30 days.

**Q: If I do not have a Facebook Ads Manager account, how do I set one up?**

A: Go to Business settings in Facebook Ads Manager  
Click Accounts from the menu on the left-hand side  
Click the blue Add drop-down menu  
Choose Add an ad account

**Q: What is the data source of IRI audiences?**

A: IRI's robust 500MM Loyalty Card dataset covering 117MM households provides clients with 100% deterministic Verified (non-modeled) purchase-based audiences, enabling a 1:1 connection with shoppers exhibiting an exact purchase behavior. IRI partnerships include Grocery, Drug, Club, Liquor and Convenience retailers who integrate their loyalty card data into the industry's largest and most comprehensive loyalty card dataset with exclusive access to Kroger and BevMo!. IRI's 110K households from the National Consumer Panel (NCP) is also captured to allow for coverage of all outlets for modeling and enabling scale for campaigns.

**Q: Where does IRI get the data from?**

A: We get all of our Loyalty card data directly from each retailer we have an agreement with. This loyalty card data is captured from each purchase scanned through the register at these retailers. Every time a consumer shops, their phone number/loyalty card is "scanned," and those transactions are tied back to the household. The transactions are at the UPC level, so we have every piece of information about a product that can be used for targeting.

**Q: How often is your data updated or refreshed and what is the recency of it?**

A: Frequent Shopper Program (FSP) is refreshed approximately every 10 days to account for retailer lag. IRI Verified Audiences incorporate any household who has qualified based on the time period chosen, looking back as far as 104 weeks. ProScores Audiences are only refreshed annually, as the audiences are modeled in nature and as such do not require a more frequent cadence.

**Q: Can audiences be refreshed?**

A: Marketers can come back several times a year to the IRI Audiences for Middle Market portal to order refreshed audience segments as needed.

**Q: Does IRI collect e-Commerce data?**

A: We receive Click-and-Collect and Instacart data from the majority of the retailers in our Loyalty Card dataset.



**Q: Are there any business questions I should consider?**

**A:** Every marketer should be prepared to answer the following questions before starting their media campaign using IRI Audiences for Middle Market:

- What am I trying to achieve with marketing this brand?
- How much of my overall media budget goes to social media advertising? (compared to, for example, programmatic, open web, video, etc.)
- Within that social media budget, how much is devoted to Facebook / Instagram campaigns?
- How far out should I plan my Facebook / Instagram budget? (Note: some marketers plan for an entire fiscal year, where others may do so on a monthly or quarterly basis. It all depends on your business needs, campaign goals and plans for growth.)

**Q: How long will it take to receive the audiences?**

**A:** 5-10 business days

**Q: Who should I reach out to if there are questions or issues with the audiences?**

**A:** [IRIMidMarketAudiences@IRIworldwide.com](mailto:IRIMidMarketAudiences@IRIworldwide.com)

**Q: Will IRI be the merchant charging my credit card?**

**A:** No, Shift4Shop, our trusted third party e-commerce partner, will be the merchant that shows up on your credit card statement.

**Q: If IRI is not able to deliver the audience(s) requested, how will this be handled?**

**A:** IRI will be able to offer a full refund if the audiences cannot be used and pushed over to Facebook.