

# Personalization at Scale: Improve Audience Targeting for Your Consumer Packaged Goods (CPG) Campaign

Consumers are giving off more digital signals than ever before, but some brands are not using that data well. As a result, consumers and shoppers feel bombarded by advertising messages and notifications, and every mis-targeted or mis-timed message registers as noise.

## Examples:

- A child wants a dog for Christmas and has been researching dog care online. Her father starts getting ads targeted at dog owners ... but there are no plans to get a family dog any time soon.
- A long-time vegetarian lives downtown, does not own a car... but keeps getting meat and car ads.

Advertising dollars involved are being wasted, and the mismatch feels so frustrating and annoying to consumers that they are unsubscribing from retailer programs that don't provide strong personalization.

## Grocery Shopping is Being Reshaped into a Customized Experience

Consumers are giving marketers the opportunity and power to use their data because they want a more relevant advertising experience. For marketers to truly take care of consumers and build brand loyalty there is a critical combination: data and human-centered insights.

## Best practices for customizing the path to purchase:

1. Know your key consumers and shoppers
2. Understand what they are looking for in products and messages
3. Make sure to deliver to their needs and wants with the right message at the right time via the right channel
4. Surround them with the appropriate messages to create a holistic experience

## How to achieve greater connectivity with consumers and shoppers:

- To find the best data quality audiences, consider:
  - » Source and collection technique
  - » Techniques and validation methods of propensity or look-alike models
  - » Recency, frequency and consistency
- Know limitations of surveys. Consumers frequently mis-report their purchases and mis-identify brands they have purchased.
- Don't trust demographics alone to shape messaging, nor contextual information. Purchase behavior information is the best place to start.
- Messaging should be personal, simple, empathetic and magical. Also, make sure your messaging is integrated to provide the consumer with a holistic experience.
- Clarify what are you trying to accomplish: acquisition or retention?



# 40%

How often consumers incorrectly report purchases

# 66%

How often consumers mis-identify brands they have purchased

# 81%

Of consumers are comfortable exchanging their private information with grocery stores for relevant personalized offers



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## Why IRI Purchase-Based Audiences are the strongest available:

- **Scale**—350 million data sets, 107 million U.S. households (85 percent of all U.S. households). Sourced from 16 different retailer loyalty cards. Consumers opt into these programs because they want to receive relevant, targeted advertising.
- **Quality and transparency**—Higher quality audience segments, with visibility into the exact number and percentage of actual buying households. IRI is 100 percent transparent about all of its data sources. IRI's data is collected lawfully with the consumer's consent and opt-in subscription. IRI does not hold any of the PII data. IRI attaches an unidentifiable key on each data set so an individual household's data can be used flexibly without the actual household ever being identified.
- **Flexibility and openness**—custom audiences created and pushed to your media partners, including Facebook, within days.

## Presenters:

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**About IRI.** IRI is a leading provider of big data, predictive analytics and forward-looking insights that help CPG, OTC health care, retailers and media companies to grow. With the largest repository of purchase, media, social, causal and loyalty data, all integrated on an on-demand cloud-based technology platform, IRI guides over 5,000 clients globally in their quests to remain relentlessly relevant, capture market share, connect with consumers and deliver growth. [www.IRIworldwide.com](http://www.IRIworldwide.com)

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