

CPG Feed:

Transform Your Consumer Insights Strategy

In today's hyper-competitive CPG landscape, generic audience targeting is no longer enough. CPG Feed delivers the industry's most granular purchase data intelligence, connecting actual buying behavior to household and device-level identifiers with SKU-level precision. Our platform empowers marketing leaders across the ecosystem to:



Segment with surgical precision

Identify and target brand loyalists, category switchers, and new product trialists based on actual purchase behavior



Close the measurement loop

Connect media exposure directly to purchase outcomes at the household level



Enhance first-party data

Enrich your existing customer profiles with detailed purchase patterns



Gain competitive advantage

Understand share of wallet and competitive dynamics within your category

CPG Feed serves multiple stakeholders across your ecosystem - from CPG brands seeking deeper consumer understanding, to retailers looking to optimize category performance, to agencies needing differentiated insights for client campaigns, and data platforms requiring purchase-based audience enrichment.

