



Kantar Shopcom Data Assets

Why Kantar Shopcom?

Kantar Shopcom purchase segments have been used by advertisers and marketers in the U.S. to understand their customers spending patterns. Because our segments link to 1st and 3rd party data assets they bring the consumer to life by creating a 360° view for an advertiser to grasp quickly and intuitively.

Each Shopcom data asset is optimized based on specific key industry drivers. For example, CPG data focuses on grocery behaviors, while Retail Product segments determine the likelihood for segments to adopt technology, purchase apparel, games or toys to name a few. Similarly, you can use Retail Class of Trade data to evaluate shoppers store level preferences within the Apparel, Entertainment, Travel, Digital Pure Play and Restaurant channels.

With Kantar Shopcom, online marketers can now join the leading consumer brands and online media companies who are using Shopcom data by applying techniques that have been proven for decades. Advertisers and agencies can increase their confidence to invest more deeply in online brand advertising as part of the total marketing mix.

What is it?

Kantar Shopcom is the industry's most accurate, flexible and scalable source of actual purchase behavior data. Shopcom data assets are a blend of CPG, retail and class of trade shopper data covering 90% of all US household spending patterns from 450+ retailers across 680 categories and 18,500 brands. These data are classified from over \$1.4 trillion in sales volume.

These data allow advertisers and publishers to access rich, predictive consumer information and complement site-based ad buys with campaigns that reach specific high value audiences.

We assign consumers to a Shopcom Individual or Household ID providing granular audience reach for marketers who require a high level of precision.

Shopcom segments predict the likelihood of shoppers to engage in purchase behaviors for CPG brands, retail product segments as well as retailer nameplates. This means advertisers don't have to utilize broad in-market or category groups, but can reach audiences linked to specific granular needs.

Actionable Marketing

Kantar Shopcom purchase segments have been used to understand audience profiles, execute targeting campaigns and measure campaign effectiveness via addressable advertising, addressable TV, video, and mobile marketers.

Kantar Shopcom commits to maintaining consumer privacy and only shares anonymous de-identified information across all advertising channels. Shopcom avoids the release of any personally identifiable information (PII) because we don't store sensitive data therefore providing consumer transparency, meaningful user control and robust data security.

Key Benefits

AD NETWORKS AND PUBLISHERS

- Increased value of ad inventory
- Precisely understand who is purchasing, what is purchased and where purchases are made

ADVERTISERS

- Reach the right shopper at the right time for every brand or product and message
- Linkage of online media plan to overall brand strategies

AD AGENCIES

- Profile, create and reach audiences based on actual purchase behaviors while maximizing the impact of your client's online ad budget

Retail Class of Trade



- Spend from 80% of US households
- Derived from credit/debit spend
- Examples of channels: electronics, sporting goods, restaurants
- Examples of retailers: Target, Macy's, Dick's Sporting Goods

Retail Product Segments



- \$1.4 trillion in offline sales
- 175mm unique consumers
- 300+ product segments
- Examples of syndicated segments: Xbox, Women's Shoes
- Custom audiences may be created using UPC codes or proxies

Consumer Packaged Goods



- 33% of US CPG spending
- 20 million cardholders
- 131 categories
- 10,000+ brands
- 400,000+ products
- Category example: Carbonated Beverage
- Brand example: Coke
- Product example: 12. oz Coke

