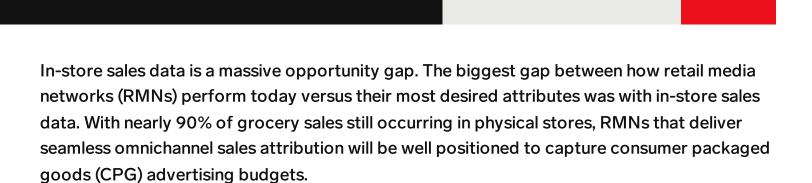
Why in-store sales data is ripe for CPG retail media networks

Article







The Kroger Co. took our No. 1 ranking for omnichannel sales data. With 96% of transactions linked to its loyalty card, Kroger has established a best-in-class capability of measuring instore sales and surfacing that data in campaign reporting. Kroger's data arm—named 84.51°—is known for its detailed customer insights and omnichannel sales reporting.

CPG brands are hungry for RMNs to provide first-party data to help them quickly plan, measure, and optimize campaigns. Retailers have historically kept customer insights and purchase data close to the vest and have been reserved about providing CPG brands with all available data needed to deliver the highest-performing campaign. However, they will need to act more like media companies if they want to earn more dollars from brands.

Report by Andrew Lipsman Sep 12, 2023

CPG Retail Media Networks Perception Benchmark 2023

