

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

Article

In-store sales data is a massive opportunity gap. The biggest gap between how retail media networks (RMNs) perform today versus their most desired attributes was with in-store sales data. With nearly 90% of grocery sales still occurring in physical stores, RMNs that deliver seamless omnichannel sales attribution will be well positioned to capture consumer packaged goods (CPG) advertising budgets.

**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 in-store 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

