



COGNITIV FOR CPG:

Elevating Online Sales Strategies with Unique Data Partnerships

SKU LEVEL DATA

The Challenge

CPG brands face the challenge of connecting vast amounts of offline purchase data to online consumer behaviors. How can brands ensure their digital campaigns are reaching the right consumers with the right message?

Our Answer

Circana's deterministic log level purchase data is seamlessly integrated into our proprietary ID Graph, where a tailored deep learning algorithm is developed. This custom deep learning model is tailored specifically for learning from in-store purchase data inputs. With in-store sales data refreshed weekly and fed into the algorithm, a direct link is established between ad exposures and actual in-store purchases.

What This Means for You

- ✓ **Enhanced Customer Insights:** Real-time model refinements improve accuracy, progressively enhancing its predictive capabilities, ensuring more precise targeting and improved campaign performance over time.
- ✓ **Navigate Beyond Retail Media Networks:** Gain clarity for strategic product and shelf space decisions as it illuminates pockets of incrementality, enhancing market performance across the open web. Broadening your data points and performance feedback beyond siloed retail media networks.
- ✓ **Unlock New Customers:** Our deep learning models scrutinize browsing behaviors and thousands of micro-actions, revealing patterns among consumers to identify and engage new, incremental customers. Integrating in-store purchase data enriches dynamic user profiles, offering a comprehensive view of prospects' online and offline activities.

RETAIL STATISTIC

20% Only about 20% of shoppers typically convert on a brand's website. The need to reach the missing 80%—plus millions more in-market prospects—across display, mobile, video and connected TV is vital. (Source: LiveRamp)