AUDIENCES+

FOR RETAILERS

Make Every Pound Of Media Work Harder With Your Own Customer Data

Activate first-party audiences straight from your cloud. No data movement.

AUDIENCES connects the customer data you already hold to the channels where you advertise, so you can win new customers, grow loyalty and increase lifetime value. Live in weeks, not months, alongside your existing technology.

Book a Demo | Speak with a Retail Client Partner

PERFORMANCE MARKETING AWARDS
Best Use of Data & Audiences

Pets at Home × AUDIENCES
+18% ROAS from in-cloud audience activation.
Read the case study →

THE CHALLENGE

Plenty Of Data. Too Little Activation.

Retailers have invested heavily in customer data, loyalty programmes and cloud infrastructure. Yet much of that intelligence remains disconnected from the media decisions that drive acquisition and growth.

<3% of media investment is typically informed by customer data.

- Acquisition budgets are wasted reaching people who are already customers.

WHY AUDIENCES

Activation That Runs Inside Your Cloud

The independent activation platform. It distributes signals, not datasets.

- ✓ No data movement
- ✓ No data tax
- ✓ Works alongside your CDP
- ✓ No media, ID or cloud lock-in
- ✓ Better media efficiency

What retailers can achieve: lower CPA, stronger ROAS, more new customers and higher lifetime value.

WHAT RETAILERS USE IT FOR

Stop Paying To Acquire Existing Customers

Suppress current customers from acquisition campaigns and redirect budget towards genuinely new prospects.

OUTCOME Reduce wasted acquisition spend and improve new customer CPA.

Win Back Lapsed Loyalty Members

Re-engage customers who have stopped shopping, using existing purchase and loyalty signals to reach them at relevant moments.

OUTCOME Improve reactivation rates and repeat purchase.

Grow Baskets And Cross-Sell

Reach existing customers with relevant products, categories and services they don't currently purchase.

OUTCOME Increase basket value, cross-category sales and customer lifetime value.

HOW AUDIENCES WORKS

Then measure results in your existing reporting.

1. CONNECT
Access approved first-party data in your cloud.

2. BUILD
Create audiences using existing customer insights.

3. ACTIVATE
Distribute signals to channels in real time.

4. GOVERN
Your governance and access controls apply.

AWARD-WINNING CASE STUDY

How Pets at Home Won Gold With First-Party Data

PERFORMANCE MARKETING AWARDS
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Pets at Home wanted to activate data from its **8m+ Pets Club members** without compromising privacy, control or performance.

Working with AUDIENCES, it activated audiences entirely within its own cloud, using behavioural and transactional insights to re-engage customers, reach high-value lookalikes and exclude existing customers from acquisition.

"A genuinely rare feat - solving the complex 'privacy vs. performance' puzzle." PMA 2026 judges

+18% improvement in ROAS

- ✓ Less wasted acquisition spend through smarter exclusions
- ✓ Stronger retention performance

Read the full case study →

MORE RETAIL RESULTS

22% average ROAS increase across AUDIENCES clients

42% lower CPA and over £1m incremental revenue

RETAIL & SERVICES BRAND

£3.4m incremental revenue, live in three weeks

TRAVEL & LEISURE RETAIL BRAND

74% lower cost per appointment, year on year

VETERINARY SERVICES BRAND

MEASUREMENT

Prove The Value Of Every Audience

Better activation should deliver measurable business outcomes, not just more impressions. Measure the commercial impact of putting first-party data to work.

Turn first-party audience activation into measurable commercial growth.

WHAT RETAILERS CAN MEASURE

Acquisition Efficiency
New customer CPA and reduced wasted spend

Campaign Performance
ROAS, conversions and media efficiency

Customer Retention
Reactivation rates and repeat purchases

Customer Value
Average order value, cross-sell and lifetime value

Evaluated using your existing reporting and measurement tools.

FOR YOUR DATA TEAM

Secure By Design. Light To Deploy.

Signals, not datasets. Customer data stays in your cloud, you remain the data controller, and your governance and access controls apply.

Works with what you have. Snowflake (including our Snowflake Native App), Databricks, Google Cloud, AWS and Azure, alongside your CDP. No lock-in.

Privacy by design, live in weeks. Simpler security and legal approval; connect in days, live within weeks.

RETAIL MEDIA

Open Up New Retail Media Revenue

Turn customer intelligence into premium audience products for the brands you stock.

Attract advertiser demand by helping brands reach your customers across relevant channels, with their own data if they choose, without sharing the underlying customer data. You create additional revenue.

See What Your First-Party Data Could Do For Your Retail Brand

No data movement and no data tax: you don't pay a fee each time your data is used. Book a 20-minute demo and see how quickly you could go live.

Book a 20-Minute Demo

weareaudiences.com

AUDIENCES+

Scan to book a demo