



Because the proof is in the purchase. Period.

Brands need to reach buyers, not just personas. We help you reach who matters—real buyers. All DLX CPG audiences use UPC-level purchase data at significant scale. Reach buyers at the brand, category and basket level connected through the proprietary Oracle ID Graph™ for highest accuracy in industry.

Audiences built from:

- Coverage across 110MM+ (70MM CPG) U.S. HHs
- Data from 50+ CPG retailers
- Cross-retailer data across all CPG categories
- Daily UPC-level data

How to use DLX CPG

Increase penetration by targeting category buyers who are not buying your brand.

Drive buy rate by targeting heavy/medium category buyers and light brand buyers.

Choose from over 250 syndicated segments or build a custom audience to meet your exact needs.

Putting DLX CPG to work

You need to promote the expansion of a snack line into the granola bar category

1. Start by targeting current brand buyers
2. Then add category buyers of granola bar products

Now you have those loyal to the brand and those identified as most likely to buy granola bars.



DLX CPG audiences

Bakery buyers

Nature's Own®

Pepperidge Farm®

Sara Lee®

Thomas'®

Baking & cooking supplies buyers

Baking

Betty Crocker®

Duncan Hines®

Nestle® Toll House®

Pillsbury®

Spices & extracts

McCormick®

Morton®

Beverage buyers

Bottled water

Coffee

Folger's®

Maxwell House®

Starbucks®

Coffee-K-Cup®

Diet carbonated

Diet Coca-Cola®

Diet Pepsi®

Energy drinks

Hot tea

Iced tea/lemonade

Juice

Capri Sun®

Minute Maid®

Ocean Spray®

Simply Orange®

Tropicana®

Non-dairy milk

Regular carbonated

Canada Dry®

Coca-Cola®

Dr Pepper®

Mountain Dew®

Pepsi®

Sprite®

Sports drinks

Gatorade®

Vitaminwater®

Cereal buyers

Children's cereals

Fiber cereals

General Mills Cheerios®

General Mills Cinnamon Toast Crunch®

General Mills Honey Nut Cheerios®

General Mills Lucky Charms®

Hot cereals

Nabisco®

Quaker®

Kellogg's Froot Loops®

Kellogg's Frosted Flakes®

Kellogg's Frosted Mini-Wheats®

Kellogg's Raisin Bran®

Kellogg's Rice Krispies®

Kellogg's Special K®

Post Honey Bunches of Oats®

Children's food & product buyers

Baby food & products

Huggies®

Pampers®

Children's food

Condiments & sauces buyers

Ketchup & mustard

French's®

Heinz®

Hunt's®

Marinades & sauces

McCormick®

Sweet Baby Ray's®

Mayonnaise & spreads

Hellmann's®/Best Foods®

Pasta sauce

Pickles & olives

Salad dressings

Hidden Valley Ranch®

Kraft®

Wish-Bone®

Dairy & egg buyers

Cheese

Kraft®

Philadelphia®

Sargento®

Cottage cheese & sour cream

Daisy®

Eggs

Milk

Reddi-Wip®

Yogurt

Chobani®

Dannon®

Yoplait®

Deli food buyers

Deli bulk meat

Deli condiments

Deli desserts

Deli dips/spreads/toppings

Deli entrees

Deli prepared/pre-packaged

Deli pre-sliced meats

Deli salads

Frozen food buyers

Frozen appetizers & snacks

Frozen bread & dough

Frozen breakfast

Frozen desserts

Frozen entrées

Healthy Choice®

Perdue®

Stouffer's®

Tyson®

Frozen ethnic foods

Frozen fruit

Frozen meats & seafood

Frozen pasta

Frozen pizza

Frozen vegetables

Birds Eye®

Green Giant®

Ore-Ida®

Ice cream & novelties

Ben & Jerry's®

Breyers®

Dreyer's®/Edy's®

Häagen-Dazs®

Gift & party supplies buyers

Grocery spending behavior

Top grocery spenders

Health & beauty buyers

Allergy relief

Antiperspirants & deodorants

Axe®

Degree®

Aveeno®

Cosmetics

Cough & cold relief

Halls®

Mucinex®

Vicks®

DLX CPG audiences (continued)

Dental floss & accessories

Eye care

Feminine care

First aid

Gastrointestinal

Hair care

Men's grooming

Dove® Men+Care

Old Spice®

Suave® Men

Neutrogena®

Oral care

Pain relief

Advil®

Aleve®

Bayer®

Tylenol®

Shaving care & hair removal

Skin care

St. Ives®

Suave®

Sun care

Vitamins

Nature Made®

Nature's Bounty®

Health food buyers

Diet foods

Fresh produce

Low-fat foods

Natural & organics

Household supplies buyers

Air deodorizers & fresheners

Air Wick®

Arm & Hammer®

Bath tissue

Charmin®

Batteries

Duracell®

Energizer®

Cleaning supplies

Clorox®

Comet®

Lysol®

Mr. Clean®

Swiffer®

Dish & dishwasher detergent

Cascade®

Dawn®

Palmolive®

Disposable serveware

Facial tissue

Kleenex®

Puffs®

Food storage

Green/natural

Laundry supplies

Bounce®

Downy®

Gain®

Tide®

Paper towels

Bounty®

Trash bags

Meat & seafood buyers

Meat

Ball Park®

Hillshire Farm®

Hormel®

Jimmy Dean®

Johnsonville®

Oscar Mayer®

Seafood

Bumble Bee®

Chicken of the Sea®

StarKist®

Packaged meals, grains & pastas

Dry pasta

Mac & cheese

Packaged noodle & rice dishes

Rice

Pet care buyers

Arm & Hammer®

Cat food

Cat litter

Cat treats

Dog food

Dog treats

Iams®

Natural pet food & products

Pet accessories

Purina®

Soup buyers

Campbell's®

Progresso®

Swanson®

Sweets & snack buyers

Breakfast bars

Chocolate candy

Hershey's Kit Kat®

Hershey's Milk Chocolate®

Hershey's Reese's

Peanut Butter Cup®

M&M's®

Snickers®

Cookies

Keebler®

Nabisco Chips Ahoy!®

Nabisco Oreo®

Nabisco Teddy Grahams®

Pepperidge Farm®

Crackers

Lance®

Nabisco Premium®

Nabisco Ritz®

Nabisco Triscuit®

Nabisco Wheat Thins®

Pepperidge Farm® Goldfish®

Sunshine Cheez-It®

Granola bars

Non-chocolate candy

Peanut butter & jelly

Jif®

Skippy®

Smucker's®

Welch's®

Salty snacks

Cheetos®

Doritos®

Fritos®

Lay's®

Pringles®

Rold Gold®

Ruffles®

Snyder's of Hanover®

Tostitos®

BuyStyles

Dairy free

Fresh & healthy

Gluten free

Home cooking & grilling

International cuisine

Kosher

Mexican food

Natural living

Premium brands

Quick & easy

Sugar free

Value conscious

Vegetarian

Weight conscious

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