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Data Cloud

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M+P

## Driving Brand Awareness through Purchase-Based Targeting

7.3%

ad recall lift for a top lunch-meat brand

8x

more efficient at driving ad recall when using Competitive Buyers' Audience versus the Native Interest Audience

Increased

brand awareness and overall paid social campaign efficiency with purchase-based targeting

“

The state of the social landscape is undergoing rapid change, so it's more imperative than ever before that our media investment evolves along with it. ODC Shopper solutions help us do that and get us closer to our category and brand buyers to make sure we're at the forefront of that change.”

**Beth Stirling**

Associate Media Director, Merkley+Partners