eyeota

FMCG & AUDIENCE DATA

FMCG advertisers continue to spend big on audience data to reach their target market. Demand for audience data is global and spend is consistent throughout the year.

5th largest spending advertiser sector globally [1]

14% of programmatic digital display ad spending in US is by FMCG advertisers [2]

Top Spending Countries [1]

1. United Kingdom
2. Australia
3. Germany
4. United States
5. Spain
6. Poland

Top Advertisers [1]

1. Multi-national FMCG
2. Packaged brand foods
3. Specialty drinks
4. Beauty and Personal Care brands

70%-75% of digital media budget - Procter and Gamble planned spent on programmatic [1]

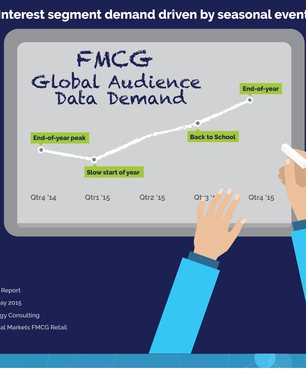
36% of programmatic video ads in Europe advertised FMCG products [4]

50% of all segments bought by FMCG advertisers was sociodemographic [1]

Broader demographic groups [1]
parents · mothers · age · gender

3.2% growth year on year [1]

Interest segment demand driven by seasonal events [1]



[1] Eyeota Index Report
[2] emarketer, May 2015
[3] Digital Strategy Consulting
[4] IAB UK Vertical Markets FMCG Retail

PLANNING A FMCG CAMPAIGN?

We have got the audience you need!

Packaged Foods
- Cooking Enthusiasts
- Food Enthusiasts
- BUYERS: Experian Social Grade ABC1
- Mothers
- Frequent Grocery Buyers
- Parents

Beauty Products
- Christmas Gift Buyers
- Christmas Grocery Shopping
- Elderly people care
- FMCG Shopping Intent
- Inferred Gender Female
- Mothers
- Parents

Speciality Drinks
- Business Professionals
- Grocery Intent
- BUYERS: Experian Mosaic Contemporary Starts
- Home and Garden Intent to Shop
- Food Enthusiasts

Multinational FMCG
- Interest: Entertainment health and fitness, fashion and beauty
- Sociodemographic: Parents with kids, inferred age, inferred gender
- BUYERS: Experian Mosiac Jack of all Trades, Helix 100 Leading Lifestyles

Beer, Wine & Spirits
- Age Group 18-35
- Valentines Gift buyers
- BUYERS: Experian Social Grade ABC1
- Wine Fanatics
- Cooking Enthusiasts

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About Eyeota

Eyeota is the global leader for local audience data with over 1.5 billion unique profiles. Eyeota provides marketers with the data they need to reach the right online audiences and cut campaign waste whilst also enabling publishers to monetize their audiences more widely. In addition, our data delivers deep audience insight to both marketers and online publishers to help them understand their customers in a new way – as human beings. Eyeota supplies third party audience data to all major global and regional ad buying platforms, DSPs and ad networks. The company was founded in 2010 and has offices in Berlin, London, Melbourne, New York, Singapore, Sydney and Tokyo. To find out more, visit:

www.eyeota.com

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