

# The value of retail data



CPG brands all over the world leveraging retail data on our platform saw a

## 67%

reduction in cost per unique household reach on average, compared to CPG brands that did not use retail data.<sup>1</sup>

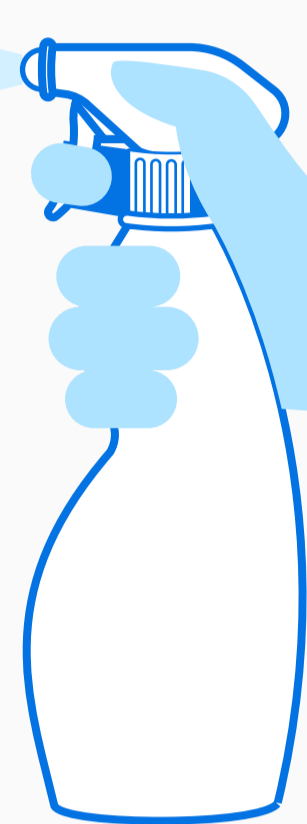
CPG brands in North America specifically experienced a 72% drop in cost per unique household reach.<sup>1</sup>

Why? Because retail data is quality data. It's based on verified purchases and loyalty programs and relies on deterministic signals rather than behavioral modeling. Retail segments can deliver ultra-precise targeting at scale. Plus, our multi-element bidding logic and data pricing structure can help minimize data costs, so you can activate the most relevant data for each impression, and more of your investment can go toward working media.

## +42%

### incremental reach

A household-supply brand in the U.S. increased incremental reach by 42% when using data from just one major retailer, compared to when they only used third-party data.<sup>2</sup>



## +70%

### unique reach per retailer

A food-product company used data from 3 retailers to drive 70% unique reach for each retail data source.<sup>3</sup>

What if you're focused on driving sales or other lower-funnel outcomes? Both endemic and non-endemic brands are using retail data to achieve those goals more efficiently as well.

## +114%

### Return on ad spend (ROAS)

A global consumer electronics brand drove 114% higher ROAS based on online and in-store sales when using retail audiences, compared to other third-party audiences.<sup>4</sup>



## +52%

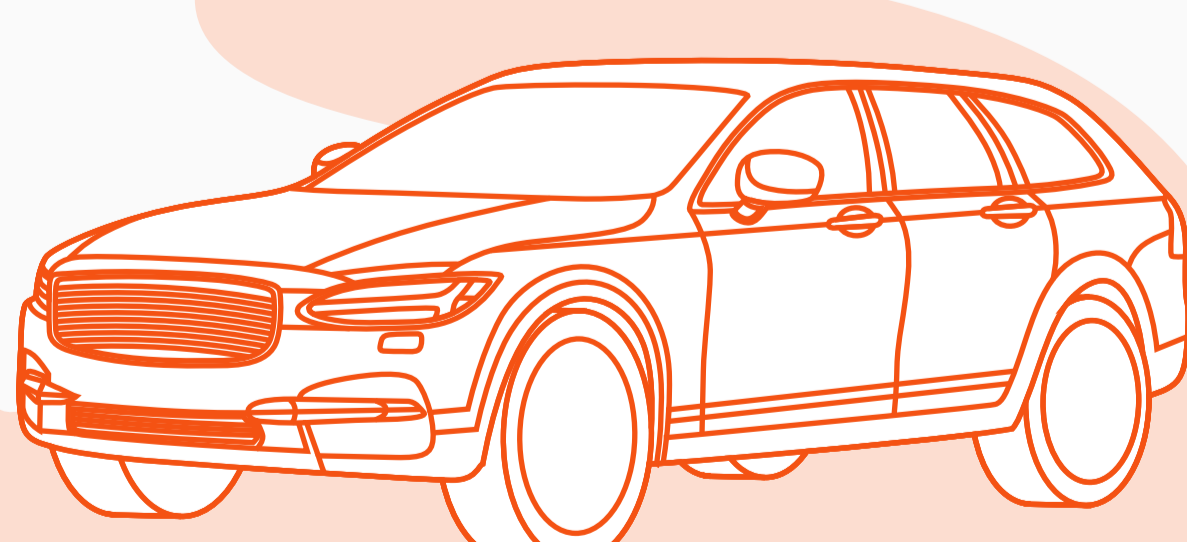
### more efficient cost per booking

An American theme park used data from 3 retailers to drive 52% more efficient cost per booking when compared to all other audience strategies.<sup>5</sup>

## +400%

### more efficient cost per acquisition

A U.S. automaker used retail data to drive over 400% more efficient cost per acquisition when compared to other third-party data.<sup>6</sup>



Want to see more examples of retail data success?  
Visit [thetradedesk.com/casestudies](https://thetradedesk.com/casestudies)

Sources:

1. The Trade Desk, platform-wide global analysis, H2 2023; CPG brands.
2. Walmart and The Trade Desk, data, July 17, 2023 to September 30, 2023.
3. The Trade Desk, data, August 1, 2023 to November 14, 2023.
4. Walmart DSP, reporting, June 2022.
5. The Trade Desk, data, January 1, 2024 to March 21, 2024.
6. The Trade Desk, data, December 4, 2023 to December 31, 2023.

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