

NEW ABCS Insights Purchased Based Audiences

Looking to drive performance *and* prove it?

Buy \$50,000 in ABCS Insights Audiences within 6 months,

Get up to \$20,000 in Incremental Sales Measurement at No Additional Cost



Custom Developed Audiences Leading to Improved iROAS

- Reach
- Measure
- Make media more valuable

Proprietary Purchase Based Data

Item Level

All Retailer, Item Level
23+ Million Households

| MASS | CLUB | DRUG | FOOD |
|---------------------------------|---------------------------------------|--|---|
| Walmart amazon TARGET | COSTCO WHOLESALE Sam's Club B's | Walgreens CVS pharmacy RITE AID | Kroger Publix H-E-B meijer STOP & SHOP |
| CONVENIENCE | LIQUOR | DOLLAR | PET SPECIALTY |
| 7-Eleven Circle K Wawa | Total Wine & Spirits ABC BevMo! | DOLLAR TREE DOLLAR GENERAL FAMILY DOLLAR | PET SMART petco chewy |
| BEAUTY SPECIALTY | HOME IMPROVEMENT | DEPARTMENT | OTHER |
| ULTA SEPHORA SALLY BEAUTY | THE HOME DEPOT LOWE'S MENARDS | TJ-maxx Marshalls KOHLS | HOBBY LOBBY BEST BUY BIG LOTS Staples Dick's Sporting Goods Amazon Michaels |

Merchant Level

Cross-Vertical Coverage
17+ Million Households



Vertical Coverage

- QSR
- Fine Dining
- Vending Machines
- Travel
- Hospitality
- Auto
- Retail
- Insurance
- Financial Services
- Lottery
- Tech & Gaming
- Subscription

Why ABCS Audiences?

- **Exclusive Transactional Data:** Powered by verified, item-level transactions from **40M+ U.S. households**—across *all major retailers*
- **High-Intent, High-Value Segments:** Built from real purchase behavior—spanning **CPG, retail, QSR, travel, pet, and more**
- **Privacy-Safe & 100% Customized Audiences**

Why This Offer Matters?

- Prove the value of your media with **credibility and confidence**
- Avoid the **cost and complexity** of setting up separate measurement contracts
- Stand out with a *closed-loop, outcome-driven strategy*

Ready to get started with audience sizing? Email: audiences@abcsinsights.com