

# 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<br>amazon<br>TARGET                     | COSTCO WHOLESALE<br>Sam's Club<br>B's | Walgreens<br>CVS pharmacy<br>RITE AID          | Kroger<br>Publix<br>H-E-B<br>meijer<br>STOP & SHOP                             |
| CONVENIENCE                                     | LIQUOR                                | DOLLAR   | PET SPECIALTY  |
| 7-Eleven<br>Circus<br>Shell<br>Wawa<br>CIRCLE K | Total Wine & Spirits<br>ABC<br>BevMo! | DOLLAR TREE<br>DOLLAR GENERAL<br>FAMILY DOLLAR | PET SMART<br>petco<br>chewy  |
| BEAUTY SPECIALTY                                | HOME IMPROVEMENT                      | DEPARTMENT                                     | OTHER  |
| ULTA<br>SEPHORA<br>SALLY BEAUTY                 | THE HOME DEPOT<br>LOWE'S<br>MENARDS   | TJ-maxx<br>Marshalls<br>KOHLS                  | HOBBY LOBBY<br>BEST BUY<br>BIG LOTS<br>Staples<br>Dick's<br>Amazon<br>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](mailto:audiences@abcsinsights.com)