

Precision Social

Unlock the power of Foodstuffs' first-party data to maximise conversions and capitalise on your Brand awareness and loyalty activities across Facebook and Instagram.

1.5m+
 Clubcard users*



Segmentation is key to effective advertising, but success is reliant on high quality audiences that blend sufficient reach with a cost-efficient CPM that delivers measurable sales impact.

> First party audiences

Connect with your Brand's most relevant shoppers at scale

Select from a range of audience segments, including predictive audiences built using exclusive purchase data to meet a range of brand objectives and more intelligently target your customers. Reach highly relevant shopper groups based on their transactional behaviour across single products, brands or categories.



> Key Benefits of Precision Social

- Reach first-party audiences at scale and deliver the right message to the right shopper by leveraging first-party Clubcard data.
- Connect ads to actual sales, enabling you to understand the ROAS of your campaign.
- Understand online and in-store sales impact with full-funnel performance reporting, using real sales data

*Active monthly instore and online users