



LEVERAGING GRANULAR CONSUMER ATTRIBUTES TO TARGET VALUABLE CPG AUDIENCES

More than 13,000 attributes. That's how many granular insights are available within the Ignite Platform – scaled to more than 200 million U.S. consumers.

These are the human-level attributes that a popular CPG milk brand merged with their own first- and third-party data for analysis in order to create highly specific and targeted customer segments.

THE CHALLENGE

This CPG brand wanted to forge a brand-consumer connection beyond a one-time purchase and knew insights on motivations, behaviors and psychographics would solidify that relationship.



Who is one high-value target audience for a CPG milk brand?



ANSWER: Mothers who purchase flavored milk for their children ages 5-14.





THE SOLUTION

Using data available within the Ignite Platform, this CPG brand dug deep into their target customer. These “flavored milk moms” focus on family. Their values include maintaining traditions and providing safety in oneself and family. They’re driven by devotion to God and faith.

They eat at home with their family at least four times a week, live a life grounded in religion and are physically active. Now, not only does the brand know that these are females with children, they see a holistic picture of what drives this consumer — and this knowledge will help them position their advertising in a way that strikes a chord.



LOOKING AT THE WHY THAT DRIVES THE BUY

Going one step further, the brand was able to access information about why these mothers buy flavored milk – it’s an indulgent treat, it tastes good and it’s refreshing. These are feelings and themes that this brand focused on in marketing campaigns.

Lastly, the brand looked at where their consumers are concentrated and saw they’re more likely to live in specific MSAs, being well-represented in Atlanta but not so in San Francisco, which is critical information when developing brand activation strategy and locally focused advertising.

CONNECTING WITH CONSUMERS WITH COUNTLESS OPTIONS ON THE GROCERY SHELF

The key to rising to the cream of the CPG crop is filling a timely need and building engagement with a consumer base whose attention is in countless directions. Brands like this need access to the dynamic consumer intelligence available through Resonate’s data on more than 200 million U.S. consumers and the insights available on your prospects and customers through the Ignite Platform. You need holistic, vibrant data that converts — and you’ll find it with Resonate.

Schedule a fast, complimentary demo and see what our insights can unlock for your brand.

