

CPG & Telecomm Audiences

powered by **interpret**

Interpret is the preeminent consumer behavior firm, monitoring everyday consumer choices of 32,000 US respondents per year on what, where, and how much they buy and eat.

With **RevOptimal**, advertisers can now turn these insights into specific audience segments across Retail, CPG and Household Categories to power campaigns that require higher quality data, more efficient spend, and improved performance.



Deliver your message with the highest quality data, including **gaming habits, hardware preferences and purchase intent**

300+

CPG brands + retailers
measured

32K

consumers
surveyed per year

270M

US individuals ready
for activation

28B

resolved device
linkages



Syndicated and Custom Audiences

From Walmart+ subscribers to Lululemon loyalists, select from pre-built audience or build a custom audience fit for your needs



Identity-First, Privacy-Forward

All audiences are built from known online and offline identifiers - ensuring maximum reach, while maintaining privacy and never using 3rd-party cookies



Refreshingly Up to Date

Ditch stale data and maximize your ad spend by leveraging the only gaming audiences with quarterly purchase and psychographic updates

Available on dozens of activation channels



Segment List

CPG > Subscription Services > Current Subscriber >

- Amazon Prime
- Walmart+
- Apple One
- Hulu/Disney+/ESPN+ bundle
- Grocery / Food Delivery
- Grocery / Food Delivery > Uber Eats Pass/Uber One
- Grocery / Food Delivery > DoorDash Pass
- Grocery / Food Delivery > Grubhub+
- Grocery / Food Delivery > Instacart+
- Door Delivery
- Door Delivery > DoorDash
- Door Delivery > UberEats

Home > Current Smart Home / House Devices >

- Smart / Robot Vacuums
- Smart Appliances
- Smart Doorbells
- Smart Home Entertainment System
- Smart Lighting / Light Bulbs
- Smart Locks
- Smart Security Systems
- Smart Thermostats

Telecomm > Home Internet Provider > Current Subscriber >

- AT&T DSL
- AT&T Internet Air
- Comcast XFINITY
- Spectrum/Charter
- Verizon FiOS

Telecomm > Cable / TV Service Provider > Current Subscriber >

- Comcast XFINITY
- Spectrum/Charter
- Hulu+ LiveTV
- YouTube TV

Telecomm > Cellphone Service Provider > Current Subscriber >

- AT&T
- T-Mobile
- Verizon

CPG > Past Purchase > Favorite Brand > Health / Beauty / Toiletries >

- Soap / Body Wash > Axe
- Soap / Body Wash > Bath & Body Works
- Soap / Body Wash > Caress
- Soap / Body Wash > Dial
- Soap / Body Wash > Dove
- Soap / Body Wash > Irish Spring
- Soap / Body Wash > Ivory
- Soap / Body Wash > Zest
- Deodorant > Degree
- Deodorant > Native
- Deodorant > Old Spice
- Deodorant > Right Guard
- Deodorant > Secret
- Deodorant > Speed Stick
- Deodorant > Suave
- Razor / Blade > BiC (Razors)
- Razor / Blade > Braun
- Razor / Blade > Dollar Shave Club
- Razor / Blade > Gillette
- Razor / Blade > Phillips
- Razor / Blade > Schick
- Razor / Blade > Venus
- Skincare > Aveeno
- Skincare > Burt's Bees
- Skincare > CeraVe
- Skincare > Cetaphil
- Skincare > Clean & Clear
- Skincare > Eucerin
- Skincare > Jergens
- Skincare > L'Oreal
- Skincare > Neutrogena
- Skincare > Nivea
- Skincare > Nivea for Men
- Skincare > Noxzema
- Skincare > Olay
- Skincare > St Ives
- Skincare > Vaseline



Segment List

CPG > Past Purchase > Favorite Brand > Health / Beauty / Toiletries > (cont)

- Oral Care > ACT
- Oral Care > Aquafresh
- Oral Care > Arm & Hammer
- Oral Care > Colgate
- Oral Care > Crest
- Oral Care > Listerine
- Oral Care > Oral B
- Oral Care > Sensodyne

CPG > Past Purchase > Past 7 Days > Snacks / Convenience >

- Blue Diamond
- Cheetos
- Cheez-Its
- Chobani
- Doritos
- Frito-Lay
- Goldfish
- Jack's Beef Jerky
- Keebler
- Kellogg's
- Lay's
- Oreo
- Pepperidge Farm
- Pop Tarts
- Pringles
- Ritz
- Rold Gold
- Ruffles
- Slim Jim
- Sun Chips
- Tostitos
- Utz
- Wheat Thins
- Yoplait
- Bagel Bites
- Chef Boyardee
- Cup Noodles
- Healthy Choice
- Hot Pockets
- Hungry-Man
- Kraft Easy Mac
- Lean Cuisine
- Lean Pockets
- Lunchables
- Maruchan

CPG > Past Purchase > Past 7 Days > Snacks / Convenience > (cont)

- Simple Truth
- Spam
- Stouffer's
- Trader Joe's
- Tyson Dinners
- Velveeta
- Frozen Pizza
- Frozen Pizza > Amy's Pizza
- Frozen Pizza > California Pizza Kitchen
- Frozen Pizza > Digiorno Pizza
- Frozen Pizza > Jacks Pizza
- Frozen Pizza > Newman's Own Pizza
- Frozen Pizza > Red Baron Pizza
- Frozen Pizza > Tombstone Pizza
- Frozen Pizza > Totino's Party Pizza
- Frozen Pizza > Local Store or Brand of Frozen Pizza

CPG > Past Purchase > Past 7 Days > Beverages >

- Energy Drinks
- Energy Drinks > Gatorade
- Energy Drinks > Monster Energy
- Energy Drinks > Muscle Milk
- Energy Drinks > Powerade
- Energy Drinks > Red Bull
- Energy Drinks > Vitamin Water
- Bottled Water
- Bottled Water > Aquafina
- Bottled Water > Dasani
- Bottled Water > Fiji
- Bottled Water > Nestle
- Bottled Water > Poland Spring
- Bottled Water > Smartwater
- Diet Soda / Pop
- Diet Soda / Pop > Coke Zero
- Diet Soda / Pop > Diet Coke
- Diet Soda / Pop > Diet Dr Pepper
- Diet Soda / Pop > Diet Pepsi
- Soda / Pop
- Soda / Pop > 7 Up
- Soda / Pop > A&W Root Beer
- Soda / Pop > Canada Dry
- Soda / Pop > Coke
- Soda / Pop > Dr Pepper
- Soda / Pop > Fanta
- Soda / Pop > Mountain Dew
- Soda / Pop > Pepsi
- Soda / Pop > Sprite



Segment List

CPG > Past Purchase > Past 7 Days > Beverages > (cont)

- Juice / Tea
- Juice / Tea > Honest Tea
- Juice / Tea > Juicy Juice
- Juice / Tea > Mott's Juice
- Juice / Tea > Naked Juice
- Juice / Tea > Snapple
- Juice / Tea > Sunkist
- Juice / Tea > V8

CPG > Past Purchase > Past 7 Days > Candy / Gum / Chocolate >

- Mint / Gum
- Mint / Gum > 5 Gum
- Mint / Gum > Altoids
- Mint / Gum > BreathSavers
- Mint / Gum > Bubble Yum
- Mint / Gum > Dentyne
- Mint / Gum > Double Bubble
- Mint / Gum > Doublemint
- Mint / Gum > Eclipse
- Mint / Gum > Extra
- Mint / Gum > Ice Breakers
- Mint / Gum > Orbit
- Mint / Gum > Tic Tac
- Mint / Gum > Trident
- Mint / Gum > Wrigley's
- Candy
- Candy > Air Heads
- Candy > Black Forest
- Candy > Good & Plenty
- Candy > Haribo
- Candy > Hot Tamales
- Candy > Jolly Rancher
- Candy > Life Savers
- Candy > Mentos
- Candy > Mike & Ike
- Candy > Nerds
- Candy > Skittles
- Candy > Sour Patch Kids
- Candy > Starburst
- Candy > Sweetarts
- Candy > Trolli
- Candy > Twizzlers

CPG > Past Purchase > Past 7 Days > Candy / Gum / Chocolate > (cont)

- Chocolate
- Chocolate > 3 Musketeers
- Chocolate > Almond Joy
- Chocolate > Baby Ruth
- Chocolate > Butterfinger
- Chocolate > Cadbury
- Chocolate > Ferrero Rocher
- Chocolate > Ghirardelli
- Chocolate > Hershey's Kisses
- Chocolate > Hershey's Milk Chocolate
- Chocolate > Kit Kat
- Chocolate > M&M's
- Chocolate > Nestle Crunch
- Chocolate > PayDay
- Chocolate > Reese's Peanut Butter Cups
- Chocolate > Reese's Pieces
- Chocolate > Snickers
- Chocolate > Twix
- Chocolate > York Peppermint Patties

Retail > Past Purchase > Past 3 Months > Apparel / Footwear > Department/Big Box Stores >

- Department Big Box Stores
- Burlington Coat Factory
- J.C. Penny
- Kohl's
- Macy's
- Marshalls
- Nordstrom
- Ross
- TJ Maxx

Retail > Past Purchase > Past 3 Months > Apparel / Footwear > Sporting/Recreation >

- Sporting/Recreation
- Dick's Sporting Goods
- Academy Sports & Outdoors

Segment List

Retail > Past Purchase > Past 3 Months > Apparel / Footwear > Mens / Womens / Kids Fashion >

- Mens / Womens / Kids Fashion
- American Eagle Outfitters
- Forever 21
- Gap
- H&M
- Hot Topic
- Old Navy
- Victoria's Secret

Retail > Past Purchase > Past 3 Months > Apparel / Footwear > Athletic Wear

- Athletic Wear
- Adidas
- Columbia
- Lululemon
- Nike
- Puma
- Under Armor
- Vans

Retail > Past Purchase > Past 3 Months > Apparel / Footwear > Shoes & Apparel

- Shoes & Apparel
- Converse
- DSW
- Famous Footwear
- Foot Locker
- Sketchers
- Etsy
- Shein

Retail > Past Purchase > Past 3 Months > Convenience / Pharmacy >

- Convenience / Pharmacy
- 7-Eleven
- AM/PM
- Circle K
- CVS
- Rite-Aid
- Walgreens

Retail > Past Purchase > Past 3 Months > Discount / Wholesale >

- Discount / Wholesale
- Big Lots
- Costco
- Dollar General
- Dollar Tree
- Sam's Club

Retail > Past Purchase > Past 3 Months > Grocery >

- Albertson's
- Aldi
- Giant Eagle
- HEB
- Kroger
- Meijer
- Publix Super Store
- Safeway
- Trader Joe's
- Wegmans
- Whole Foods
- WinCo
- Winn-Dixie

Retail > Past Purchase > Past 3 Months > Health / Beauty / Cosmetic

- Beauty / Cosmetic
- Sephora
- Ulta
- Sally Beauty Supply

Retail > Past Purchase > Past 3 Months > Home Improvement / Household >

- Household
- Ace Hardware
- Lowe's
- The Home Depot

Retail > Past Purchase > Past 3 Months > Pharmacies / Health >

- CVS pharmacy
- Rite Aid
- Walgreens



Segment List

Retail > Past Purchase > Past 3 Months > Restaurants / Fast Food >

- McDonald's
- Taco Bell
- Starbucks
- Burger King
- Wendy's
- Subway
- Little Caesars Pizza
- Dairy Queen
- Dunkin'
- KFC
- Arby's
- Chick-fil-A
- Pizza Hut
- Domino's Pizza
- SONIC Drive In
- Popeyes Louisiana Kitchen
- Jack in the Box
- Panda Express
- Denny's
- IHOP
- Chipotle Mexican Grill
- Applebee's Grill + Bar

Retail > Past Purchase > Past 3 Months > Specialty / Household >

- Amazon
- Apple
- Barnes and Noble
- Bed Bath & Beyond
- Best Buy
- eBay
- GameStop
- Microsoft Store (online)
- Office Depot
- Staples
- Target
- Wal-Mart
- Wayfair
- Wish
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