

CPG AUDIENCES



Custom CTV-verified CPG buyers spanning 600 products & brands with coverage on 24 retail stores

While traditionally the CPG industry has relied on eye-catching packaging and linear TV advertising to gain and retain customers, these days CPG companies are turning to channels such as digital and display to put their brands front and center. Connected TV in particular is driving advertising for CPG. In fact, according to Innovid data, CTV comprised 52% of total video ad impressions for CPG ads in 2021.

Lighthouse List offers on-demand CPG audiences available for use across CTV as well as postal, email, mobile, social and other digital channels. We have CPG buyers spanning 600 product categories across 24 retail stores, with dollar amounts based on shopping cart receipts and an array of brands entering the market.

CHOOSE FROM OUR DEDICATED CPG AUDIENCES*

Product Category

Baby & Toddler
Beauty & Self-Care
Clothes, Shoes & Fashion
Electronics & Appliances
Foodstuffs
Home & Cleaning Essentials
Pets
Wellness, Dietary & Nutritional

Brand

Colgate
Dove
Kellogg's
L'Oréal
Mars
Maybelline
Nestlé
Tropicana

Big Box Brands

Aldi
Bed Bath & Beyond
Best Buy
Dick's Sporting Goods
Home Depot
Kmart
Meijer
Target
Walmart

*Inquire for more audiences

READY TO GET STARTED?

Our CPG audiences can be delivered to your favorite digital platform! Talk to us today about your specific data needs.

For recommendations or custom queries, contact:

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LIGHTHOUSE LIST
COMPANY

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