

## THE CHALLENGE

In the era of the digitally empowered consumer, shopping habits and attitudes are evolving as fast as Consumer Packaged Goods (CPG) operate. Today, if you want to reach your audience and generate sales, general mass media alone just won't cut it.

Navigating the digital landscape to market your brand and engage your audience is complex in any industry, but the challenges faced in the CPG industry are unique. Purchases generally occur offline and there's a reliance on third-party retailers to create demand for your product in-store. Since the retailer generally owns the direct consumer relationship —and the purchase data that comes with it—unifying those customer touch points to connect with your audience is no easy task.

One-to-one communication with your audience is key to driving brand awareness, loyalty and ROI, and programmatic marketing is your gateway to achieving just that.



## WHAT'S IN IT FOR YOU?

We take a consultative approach; each strategy is customized – we put you first so you can put your customers first. We combine industry expertise with market-leading technology across multiple devices and channels in real-time, reaching your audience during the crucial consumer consideration period.



### TARGET AT SCALE

Engage the widest possible pool of consumers with the incremental reach achieved via a multi-platform solution



### BRAND SAFETY

Enjoy peace of mind with WPP global security measures and integration with the best verification vendors in market



### TRANSPARENCY

Achieve complete campaign and financial transparency



### EFFECTIVE DATA STRATEGY

Meet your CPG marketing needs through the activation of 1st, 2nd and 3rd party data to find existing and potential customers



### PERSONALIZE YOUR MESSAGE

Dynamic Creative Optimization (DCO) moves the conversation closer to a one-to-one relationship with your consumers to influence their consideration through relevant offers and can increase ROI

## Did you know?



**81% of shoppers** conduct online research before buying



**Only 9% of consumers** have not gone into a store because of something they have already done online



**CPG spent \$6 billion** in digital ad spending in the year 2016, which only represents 8.7% of the total digital ad spending by US industries



Of the 10 US industries, **CPG and consumer products is expected to acquire one of the highest compound annual growth rates (CAGR)** for ad spending between the years of 2015 and 2020: **13.5%**



**Retailers indicate that customers like to research major products online**, but when it comes to making an actual purchase, they prefer to do it in person, in the store, according to almost half of retailers (**46%**)

# proteus

## THE POWER OF PROTEUS IN PROGRAMMATIC ADVERTISING

We are the world's largest programmatic marketplace, integrated with more platforms and partners than any other player in the digital space. Utilizing Proteus – our unifying programmatic platform – we consolidate the world's leading demand side platforms (DSPs), data, verification and measurement tools in a single view, at scale, with full transparency – so you can engage your most relevant customers and hit your campaign objectives.

*Proteus is designed to transform programmatic advertising for brands just like yours.*

DROP US A LINE: [CONTACTUS@THEEXCHANGELAB.COM](mailto:CONTACTUS@THEEXCHANGELAB.COM)