

## Explore 397+ new CPG Segments in OnAudience Taxonomy

OnAudience introduces a new, consumer packaged goods-focused classification system comprising 397 distinct segments, designed to categorize and target individuals based on their purchasing needs, preferences, and lifestyle factors related to packaged goods.

The taxonomy enables brands and retailers to precisely identify and reach specific consumer groups, enhancing the effectiveness and ROI of marketing campaigns, and inventory management across the diverse landscape of fast-moving consumer goods.

## What segments can you find in CPG taxonomy?

It is divided into edible and various non-edible products:

### Edible products



- > Beverages
- > Frozen foods
- > General food
- > Refrigerated
- > Snacks
- > Fruits & vegetables

### Beauty



- > Cosmetics
- > Fragrance
- > Hair accessories
- > Bath products
- > Skincare
- > Nails care

### General merchandise



- > Automotive
- > Barbecue
- > Electronics
- > Pet products

### Home & garden



- > Bathroom accessories
- > Furniture
- > Kitchen products
- > Plants

### Baby & toddler products



- > Diapers
- > Nursing & feeding products
- > Strollers & joggers
- > Baby carriers

Reach your customers based on their everyday life needs.

## Reach your audience on the grounds of:



### First category goods

Engage with an audience that is looking for essential products that fulfill basic human needs and are crucial for daily life such as food, hygiene, health maintenance, or household appliances.



### Deliver necessities

Reach out to people who are seeking products to fulfill specific requirements, solve problems, or satisfy desires, such as convenience items, household supplies, home care products, and office and school supplies.



### Electronics & media

Connect with those who need to purchase electronic devices and media to provide them with unique items such as computers, laptops, TV sets, games, books, and audiobooks.

## Deliver the **best quality products** to your audience:

### A wide range of edible products

Includes various food products and cuisines, e.g.:

- > **Bakery products**, e.g. muffins, fresh bread & rolls, pies, cakes.
- > **Condiments & sauces**, e.g. mayonnaise, mustard & ketchup, nut butter, salad dressing.
- > **Ethnic food**, e.g. Asian, Mexican, Matzoth.

### A diverse selection of non-food merchandise

Includes various products from beauty cosmetics to clothes and electronics e.g.

- > **Grooming**, e.g. cotton balls, electric shaver, hair appliances, accessories.
- > **Miscellaneous General Merch**, e.g. Candles, pool & spa chemicals, lawn fertilizer, vacuum bags.
- > **Household cleaning**, e.g. Furniture polish, household cleaner, multi task sheets.

## Where can you find OnAudience CPG segments?

Find the segments on **The Trade Desk** and **Microsoft Advertising** (Xandr) platforms by typing 'Consumer Packaged Goods (CPG)' or to find the right segments and select them to target valuable buying audiences in your campaigns.



Find the full CPG Taxonomy that suits your needs  
Contact our team at [data@onaudience.com](mailto:data@onaudience.com)