

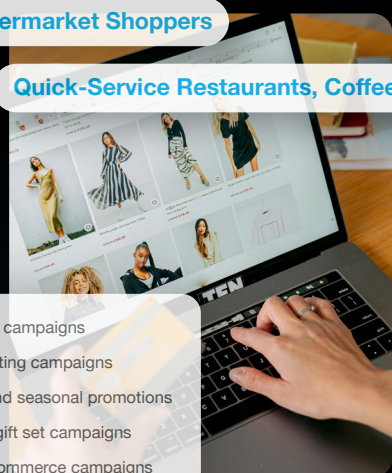
Reach Shoppers Wherever They Browse, Compare, Order & Buy

Connect with Retail, Ecommerce & QSR Audiences Ready to Purchase

Grocery & Supermarket Shoppers

Quick-Service Restaurants, Coffee &...

- Fragrance campaigns
- Beauty gifting campaigns
- Holiday and seasonal promotions
- Premium gift set campaigns
- Luxury ecommerce campaigns



Retail, Commerce, and Quick-Service Restaurant audiences are driven by price, convenience, promotions, product discovery, loyalty, delivery, store visits, and purchase intent. Some consumers are actively engaging with supermarkets and discount retailers, while others show strong intent around ecommerce, marketplaces, fashion, electronics, health and beauty retail, coffee, restaurants, or food delivery.

OnAudience helps brands, agencies, and advertisers connect with high-value consumers using real engagement signals from retail, commerce, and Quick-Service Restaurants brands across devices.

Reach Audiences Based on Real Retail, Commerce & QSR Behaviors

Grocery & Supermarket Shoppers



Who they are:
Users engaging with grocery retailers, supermarkets, hypermarkets, weekly shopping destinations, and everyday food shopping brands.

- Best campaigns to target them with:**
- Grocery retail campaigns
 - Loyalty program campaigns
 - Weekly offer promotions
 - Private label campaigns
 - Seasonal shopping campaigns

Example brands:

Discount Retail & Value Shoppers

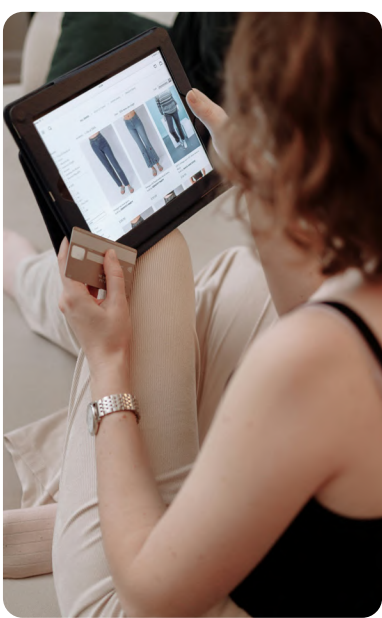
Who they are:
Consumers showing interest in discount grocery, value retail, deal-seeking behavior, price-led offers, and budget-conscious shopping.

- Best campaigns to target them with:**
- Discount retail campaigns
 - Price-led promotions
 - Value shopping campaigns
 - Mass-market product launches
 - Footfall campaigns



Example brands:

Ecommerce & Marketplace Buyers



Who they are:
Users browsing, comparing, and buying through ecommerce platforms, marketplaces, resale platforms, and online retail destinations.

- Best campaigns to target them with:**
- Marketplace campaigns
 - App acquisition campaigns
 - Retargeting and basket recovery
 - Seasonal ecommerce promotions
 - Competitor conquering

Example brands:

Fashion & Lifestyle Retail Shoppers

< OnAudience

Who they are:

Consumers engaging with fashion, lifestyle, sports, home, furniture, and everyday retail brands.

Best campaigns to target them with:

- Fashion retail campaigns
- Home and lifestyle promotions
- Seasonal collections
- Back-to-school and holiday campaigns
- Loyalty and app campaigns



Example brands:



Electronics & Home Appliance Researchers



Who they are:

Users comparing electronics, home appliances, gadgets, gaming products, mobile devices, and technology retail offers.

Best campaigns to target them with:

- Consumer electronics campaigns
- Black Friday and seasonal sales
- Product comparison campaigns
- Warranty and finance offers
- High-intent retargeting

Example brands:



Pharmacy, Beauty & Health Retail Shoppers

Who they are:

Consumers engaging with pharmacy chains, drugstores, beauty retailers, cosmetics stores, wellness products, and personal care shopping destinations.

Best campaigns to target them with:

- Beauty retail campaigns
- Pharmacy and wellness campaigns
- Skincare and personal care promotions
- Loyalty program campaigns
- Seasonal beauty gifting campaigns



Example brands:



Quick-Service Restaurants, Coffee & Food Delivery Audiences



Who they are:

Users engaging with quick service restaurants, coffee chains, takeaway, delivery, casual dining, breakfast, lunch, and convenience-led food occasions.

Best campaigns to target them with:

- Restaurant footfall campaigns
- Food delivery promotions
- App download campaigns
- Limited-time menu offers
- Breakfast, lunch, and coffee campaigns

Example brands:



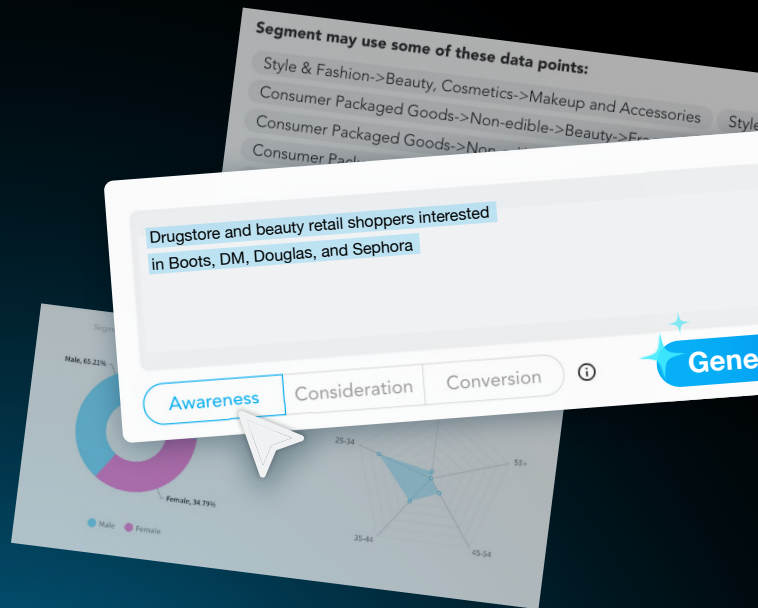
Need Something More Specific?

Build Custom Retail, Commerce & QSR Audiences from a Brief

Create tailored combinations that match real campaign needs, for example:

- Discount shoppers engaging with Aldi, Lidl, Kaufland, and Primark
- Marketplace buyers interested in Amazon, eBay, Allegro, and Otto
- Fashion ecommerce shoppers browsing Zara, H&M, Zalando, and Vinted
- Electronics shoppers comparing MediaMarkt, Saturn, Amazon, and Fnac
- Drugstore and beauty retail shoppers interested in Boots, DM, Douglas, and Sephora

Use AI Audiences to turn a short brief into an activation-ready segment in seconds.



Build in seconds with AI Audiences

Try it now

Reach Retail, Commerce & QSR Shoppers Across Devices

Engage high-intent audiences seamlessly across:



Activate where discovery, inspiration, and purchase decisions are actually happening.

5 Reasons Agencies, Advertisers, and Brands Choose OnAudience



Scale that performs

Built on data from **25B+** devices, powering **3,900** high-intent audience segments with global reach.

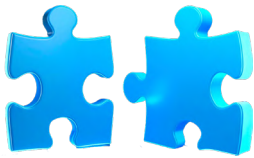
Quality you can trust

Full control from raw signals to activation ensures recency and consistency.



Privacy-compliant by design

Processed in line with GDPR & CCPA for safe, scalable targeting.



Global coverage

Activate campaigns across **200+** markets with one consistent data partner.



Proprietary in-house tech

Faster processing and more efficient audiences built on OnAudience's own stack.

Turn Retail, Commerce & QSR Demand Into Measurable Performance

+25B
devices

+50B
profiles

+3,900
segments

Connect with consumers browsing supermarkets, discount retailers, ecommerce platforms, marketplaces, fashion stores, electronics retailers, drugstores, restaurants, coffee chains, and food delivery brands using data-driven audiences built for cross-device activation and measurable campaign results.

Talk to our Data Expert: contact@onaudience.com

OnAudience