

REFINITION

NETWORK MEDIA GUIDE / **GROCERY**



REFINITION

DATA FRESH DAILY/ GROCERY NETWORK

SPEND LESS – SELL MORE – REPEAT OFTEN

REFINITION- The Grocery Network

Refinition captures more real people at grocery stores than any company in the US. Whether you are an online e-tailer or consumer packaged goods manufacturer and want to know more about your customers or those of your competitors, we deliver just the active shoppers currently in the market.

ACTIONABLE – In Market Intenders

Encompassing **16,154+** Last 12 months **92,804,326** Representing **121,573,667**



grocery stores

unique devices

total visits

THE DATA OF INTENT – Showing up Matters

Real people showing up outweighs an online click. We have an ongoing device relationship with 75% of the adult, US population – over 500 million reachable consumers for your campaigns.

DATA FRESH DAILY – Widest Aperture, Superior Accuracy, Curated Locations

Utilizing a continuous, all-in vs opt in process allows us to see more mobile devices at virtually any location in the US. Accuracy down to 1.11 meters.

Our grocery network identifies devices of real people at every traditional, specialty and ethnic grocer in the US and can be segmented geographically and demographically for digital or direct mail campaigns to support your brand.

UNDERSTAND MORE & DRIVE CONVERSION – Better Research, Refined Audience, Enhanced Results

ALL IN VS. OPT-IN – Wider Audience, Any Location, Just Real People