
2024 CPG DIGITAL AD TRENDS

JANUARY 2024



5 CPG DIGITAL AD TRENDS TO PAY ATTENTION TO IN 2024

1

Use of **Digital Shopping Lists** is Growing

2

The Power of **Pre-Shop**

3

Complement Your **Retail Media Networks**

4

Take Advantage of All Advertising **Micro-Events**

5

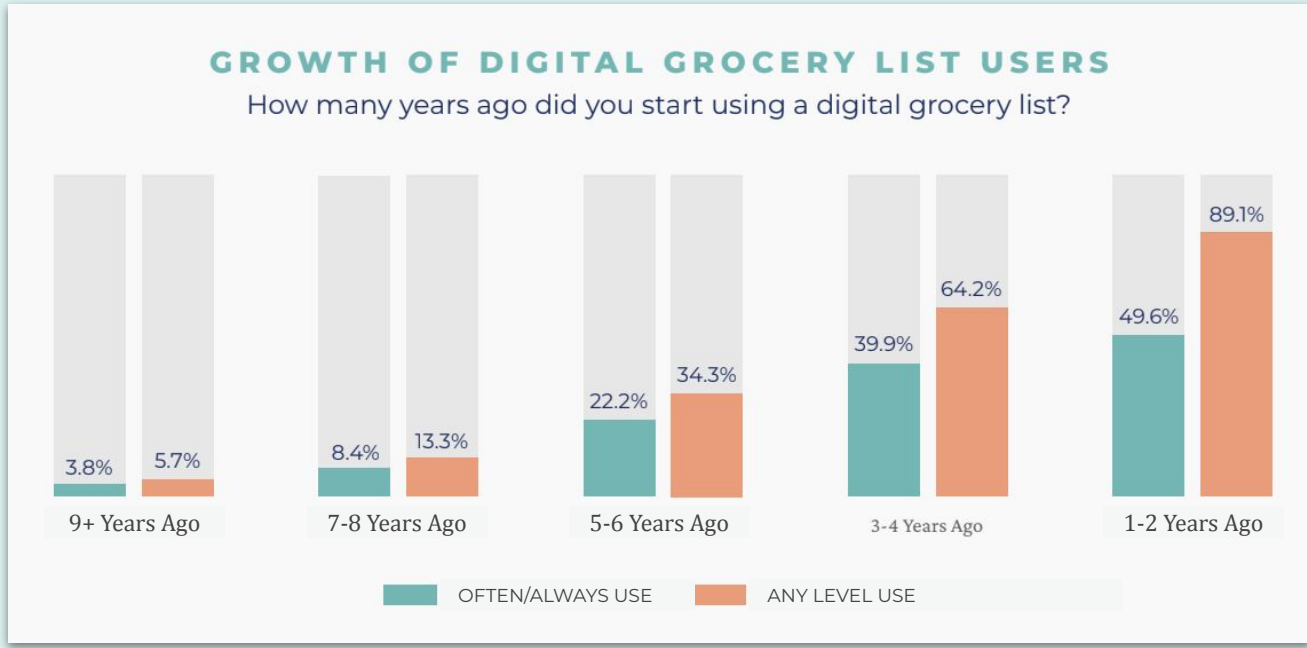
Increased Use of Mobile **Phones in Grocery** Stores



1

Use of Digital Shopping Lists is Growing

49.6% Of consumers note using a digital grocery list “often” or “always”



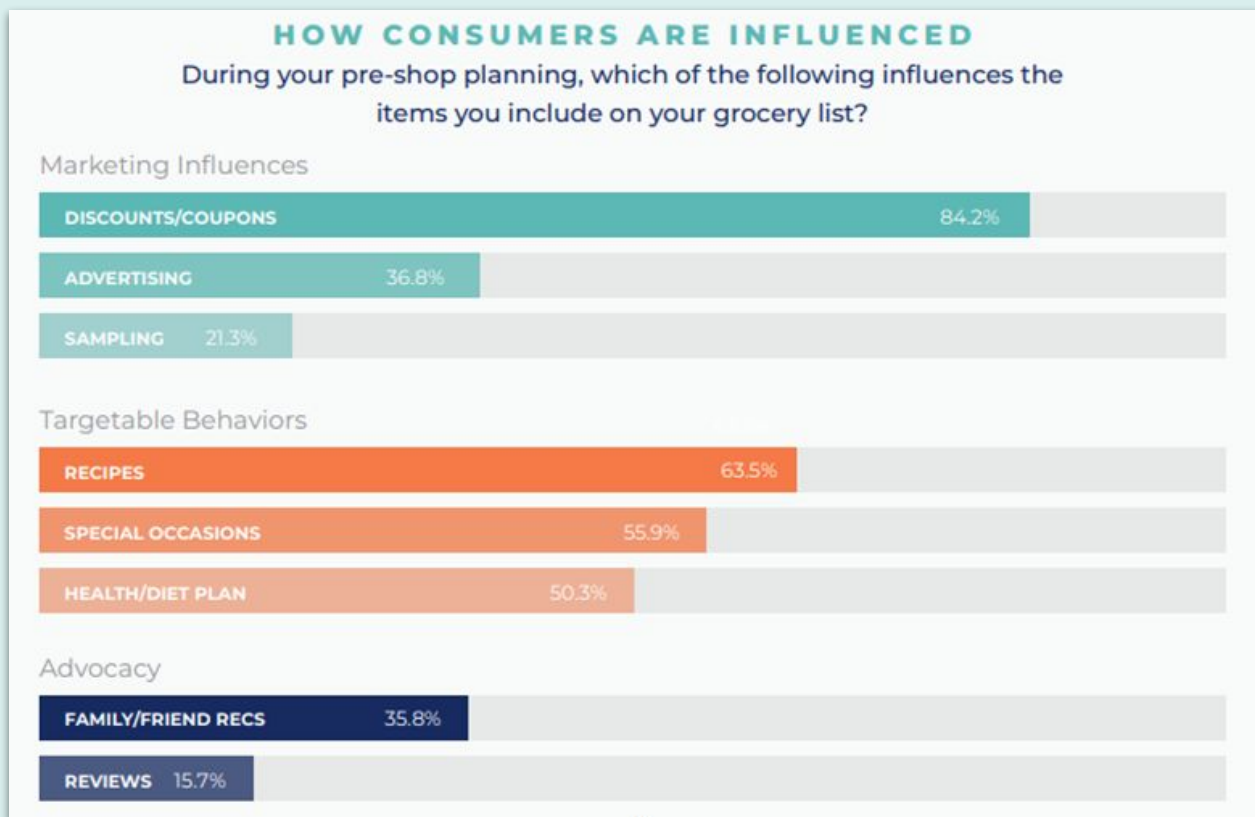
Source: CPG Pre-Shop Planning Report

Why It Matters

Digital grocery lists provide valuable first-party insight creating new opportunities for CPG brands to deliver highly-targeted ads. Compared to historical purchase data, grocery list items provide uniquely differentiated insight into target consumers. When shoppers put an item on a grocery list, it's indicative of near-term purchase – and that is precisely the moment to reach them. This 1-to-1 insight can be used to capture undecided consumers, conquest competitors, and cross-sell relevant products.

2 The Power of Pre-Shop

Influence consumers during pre-shop planning by targeting recipes, health preferences, and more.



Source: CPG Pre-Shop Planning Report

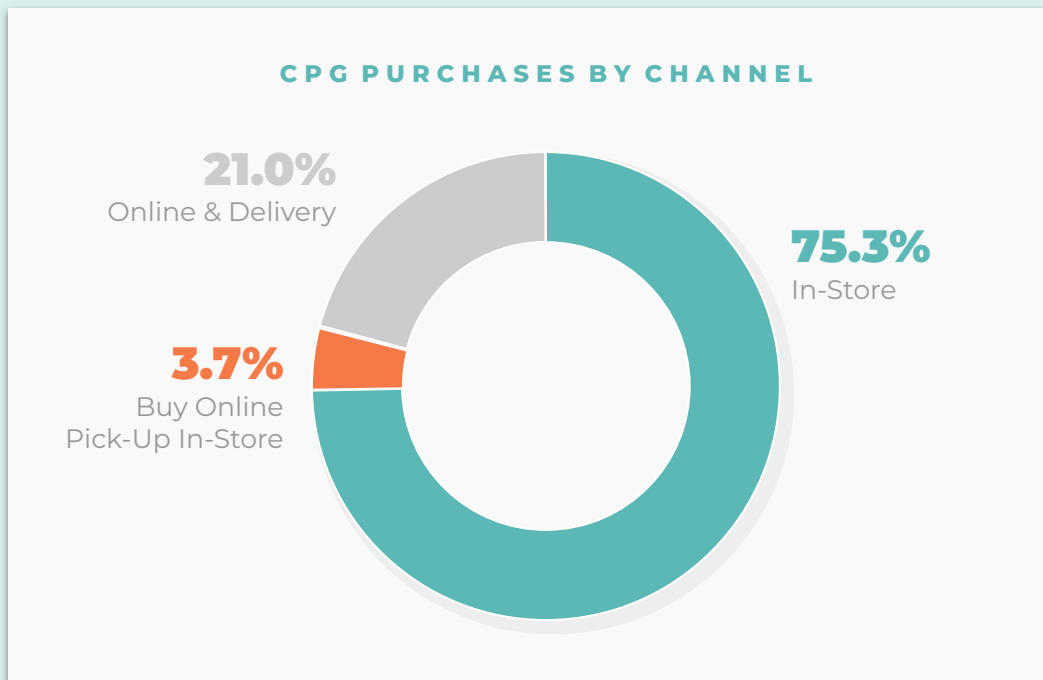
Why It Matters

Brand advertisers can harness the power of pre-shop to impactfully target consumers with relevant advertisements. While margin eroding discounts and coupons effectively motivate purchase, brands can also tap into desirable brand building pre-shop activities that strongly influence pre-shop planning. For instance, brands might use pre-shop insights to target recipe ingredients, meal occasions and health/lifestyle preferences to deliver contextually relevant advertisements.

3

Complement Your Retail Media Networks

75.3% Of CPG purchases are made in-store



Source: NiesenIQ 2023

Why It Matters

While retail media networks (RMNs) are powerful solutions because of their ability to leverage customer purchase data to fuel effective programmatic advertising, 75.3% of CPG purchases are still in-store. For this reason, marketers must complement RMNs with lower funnel advertising solutions that are designed to drive in-store sales.

4

Take Advantage of Advertising **Micro-Events**

480+

Micro-events or micro-holidays across the calendar compared to only 12 national holidays

Source: LocalIQ



Why It Matters

While major holidays provide brands with big sales opportunities, they also bring with them intense competition and at times higher CPMs. Brands can complement traditional tentpole events with micro-holidays that align with their messaging to capture the attention of consumers during lulls or sales dips. This will help brands reach shoppers at more cost-efficient times while also delighting consumers with festive or event specific content.

5

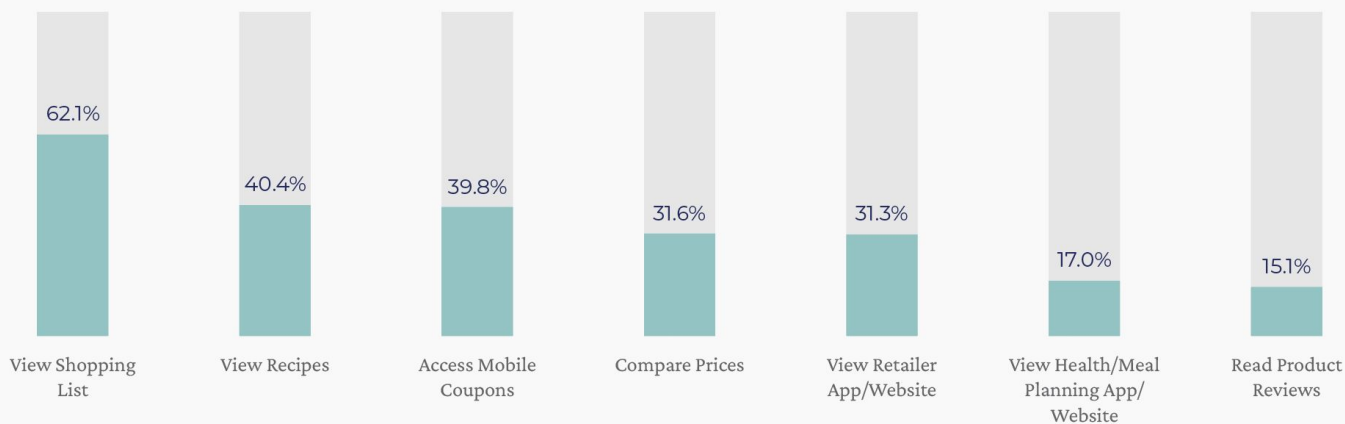
Increased Use of Mobile Phones in Grocery Stores

62.1%

of consumers use their mobile phone to view their shopping list while in-store

USE OF MOBILE PHONES IN GROCERY STORE

When you're shopping at a grocery store, how do you use your mobile phone to assist with your grocery shopping? (mark all that apply)



Source: 2023 AdAdapted Consumer Survey

Why It Matters

92.4% of consumers use their mobile phone to assist their grocery shopping. From planning to meal inspiration, getting the best price and finding the best products, mobile phones assist shoppers in a wide variety of ways for brands to engage and influence consumer behavior.

KEY TAKEAWAYS FOR CPG

1 | Tapping Into Pre-Shop Insights

From information seeking (recipes & health/lifestyle) to planning (digital grocery lists & meal planning apps) pre-shop offers rich, first-party insights creating opportunities to deliver contextually relevant advertising based on what they're interested in now vs. what they've historically purchased.

2 | Complementing vs. Competing Media

Media strategies should not be focused on pitting one another (RMN vs. Non-RMN, major holidays vs. micro events). The focus should be on how each of those complement each other across the consumer journey.

3 | Turn Impressions Into Action

Explore partners that can help you turn CPG ad impressions into consumer action. The increasing adoption of digital grocery shopping presents a promising "Save Now, Act Later" solution for CPG advertisers.. Partners like AdAdapted, add-to experts, have already helped 100s of brands do exactly this and see results.



Interested in learning more?

[Visit our website](#)