

Ocado gives access to first-party data through new partnership

What is it?

Ocado Retail has partnered with The Trade Desk to provide access to consented shopper data and insights, allowing marketers to optimise their audiences and attribute campaigns.

Why does this matter?

Ocado suppliers and The Trade Desk's clients will be able to target Ocado's high-value shoppers, reaching them beyond Ocado's site across the open internet and fast-growing channels such as connected TV and digital out-of-home.

Strategic implications:

Retail media is evolving at pace, presenting new revenue streams for retailers and effective opportunities for suppliers to target and reach new audiences.

STEPIC drivers:

Strengthened propositions and ecosystems
Loyalty reinvented
Lean in or branch out



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"Our partnership with The Trade Desk will help marketers better target and connect with customers in real time with actionable insights, and we're excited to be pioneering this new approach in the industry"

Ben O'Mahoney, adtech and data partnerships lead, Ocado Retail

