



Syndicated Audience Handbook

2025



Fetch Audiences

The only audience solution that can deliver retail-agnostic, item-level targeting at scale.

Fetch captures **real transactions from 12.5M+ active users** who share more than 12M receipts every day – physical and digital.

This creates a verified, retail-agnostic view of what consumers actually buy, down to the individual items purchased.

The result: audience precision that's **unmatched in scale, accuracy, and performance.**

CURRENTLY AVAILABLE ON:

VIAN.T. **yahoo!**

/LiveRamp nexxen

 theTradeDesk

All audiences can be segmented by spending level, purchase frequency, demographic, region, payment method, and shopping mode.



What sets Fetch Audiences apart



Verified purchase truth: Every audience is built from real receipts, not stitched or modeled data.



Retail-agnostic coverage: 26K merchants across grocery, mass QSR, and ecommerce – no walled gardens, no blind spots, no exceptions.



SKU-level precision: Deterministic targeting tied to exact items, brands, and categories.



Persistent, predictive segments: Longitudinal visibility reveals repeat patterns and intent.



Powered by consumer joy: Fetch's rewarding environment keeps user participation high, with users logging nearly 3 sessions per day. High engagement keeps our purchase data updated and accurate.

Fetch Audiences give marketers the full picture – verified, precise, and read to perform across every channel.



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ALCOHOL

Category

Vodka

Ale

Beer Malt Beverages

Malt Beverages

White Wine

Red Wine

Lager

Sparkling Wines

Whiskey

Retailer

Walmart

Brand

Corona

Modelo



APPAREL & ACCESSORIES

Category

Baby & Toddler Clothing
Activewear
Hats
Sweaters & Sweatshirts
Outerwear
Sunglasses
Bottoms
Shirts & Tops
Necklaces
Sleepwear & Loungewear
Dresses
Earrings
Hair Styling Accessories

Retailer

Sam's Club
Goody
Target
Kohl's
Walmart
Amazon

Brand

Auden
Hanes
Garanimals
Carter's
Wild Fable
Wrangler
Time and Tru
Fruit of the Loom
Athletic Works
Nike
Joyspun
Cat & Jack
George
All in Motion
Scunci
A New Day
Wonder Nation
No Boundaries
Universal Thread

BEAUTY & PERSONAL CARE

Category

Eye Makeup
Face Makeup
False Nails
Makeup Removers
Makeup Tools
Nail Polish Removers
Nail Tools
Skin Care Tools

Retailer

Amazon
CVS
Dollar General Store
Marshalls
Target
Ulta Beauty
Walgreens
Walmart

Brand

Covergirl
E.L.F. Cosmetics
Equate
Kiss
L.A. Colors
L'Oreal Paris Cosmetics
Maybelline
Neutrogena
NYX Professional Makeup
Revlon
Sally Hansen
Wet N Wild



Category

Apple Juice & Cider
Capri Sun
Chocolate Drink Mixes
Coconut Water
Coffee Mate
Coffee Pods
Cola
Cranberry Juice
Distilled Water
Energy & Hydration Mixes
Enhanced Water
Fruit Drink Mixes
Ground Coffee
Iced Teas
Instant Coffee
Juice Blends
Juice Boxes & Juice Pouches
Kombucha Tea
Lemon & Lime Juice
Lemonade & Limeade
Non-Alcoholic Cocktail Mixers
Orange Juice
Other Juices
Protein Powder
Purified Water
Smoothies
Soda
Sparkling Ice
Tea Bags
Tea Mixes
Tomato Juice
Vegetable Juices

Retailer

Aldi
BJ's Wholesale Club
Costco
CVS
Dollar General Store
Dollar Tree Stores Inc
Family Dollar
Good & Gather
Great Value
Kroger
Publix
Sam's Club
Starbucks Coffee At Home
Target
Walgreens
Walmart



BEVERAGE

Brand

7UP	Ocean Spray
A&W Rootbeer	Olipop
Alani Nu	Pepsi
Amazon	Poppi
Aquafina	Premier Protein
Arizona	Propel
BodyArmor	Pure Life
Canada Dry	Red Bull
Celsius	Simply Juices And Drinks
Chobani	Smartwater
Clover Valley	Snapple Ready To Drink
Coca-Cola	Sprite
Core Power	Starbucks Ready To Drink Single Serve
Crystal Light	Squirt
Diet Coke	Tropicana
Dr Pepper	V8
Dunkin' Coffee At Home	Vitaminwater
Fanta	Welch's Juices & Fruit Spreads
Folgers	
Gatorade	
Gold Peak	
Good & Gather	
Great Value	
International Delight	
Kirkland Signature	
Kool-Aid	
Kroger Brand	
Member's Mark	
Milo's	
Minute Maid	
Monster	
Mott's Juice & Applesauce	
Mountain Dew	
Nescafe	

Category

Baked Goods & Desserts

Beef Steaks

Bread Loaves

Breakfast Cereal

Buns & Rolls

Butter Sticks

Chocolate Candy

Cola

Disposable Tableware

Dried Fruit

Fabric Softeners & Dryer Sheets

Frozen Chicken

Frozen Dairy Desserts

Frozen Seafood

Fresh Apples

Fresh Bananas

Fresh Berries

Fresh Citrus Fruits

Fresh Eggs

Fresh Grapes

Fresh Ground Beef

Fresh Lettuce & Leafy Greens

Fresh Potatoes

Fresh Whole Chickens

Garbage Bags

Greek & High-Protein Yogurt

Granola, Fruit & Nut Bars

Household Cleaning Products

Hot Dogs

Laundry Detergent

Mayonnaise

Meats

Oils & Sprays

Paper Towels

Pasta Sauce

Popcorn

Potato Chips

Protein Shakes

Purified Water

Salad Kits

Shredded & Grated Cheese

Spices & Seasonings

Stovetop & Oven Entrees

Sugars & Sweeteners

Toilet Paper

Toothpaste

Tortilla Chips

Tortillas, Shells, & Wraps

Vitamins & Herbal Supplements

CLUB RETAIL

Retailer

BJ's Wholesale Club

Costco

Sam's Club

Brand

Clorox

Coca-Cola

Dawn

Doritos

Downy Fabric Care & Scent Boosters

Dove

Frito-Lay

Kirkland Signature

Member's Mark

Taylor Farms

Unbranded

Wellsley Farms



Category

Art & Crafting Materials	Pain & Fever Medicines & Treatments
Baking Ingredients	Paper Towels
Baking Mixes	Popcorn
Body Wash	Potato Chips
Bread Loaves	Purified Water
Breakfast Cereal	Soda
Buns & Rolls	Spices & Seasonings
Cakes & Truffles Snack Cakes	Sponges & Scrub Brushes
Candy Variety Pack	Stovetop & Oven Entrees
Cat Food	Toilet Paper
Cheese Crackers	Toothbrushes
Cheese Curls & Puffs	Toothpaste
Chocolate Candy	Tortilla Chips
Cola	Women's Deodorant & Antiperspirant
Confection Candy	Writing & Drawing Instruments
Corn Chips	
Cough & Cold Medicines & Treatments	
Crisps	
Disposable Tableware	
Dog Food	
Dried Meat Sticks	
Facial Tissues	
Fabric Softeners & Dryer Sheets	
Fresh Berries	
Frozen Dairy Desserts	
Garbage Bags	
Gift Giving	
Gum	
Home Fragrances	
Household Cleaning Products	
Iced Teas	
Laundry Detergent	
Mints	

DOLLAR RETAIL

Retailer

Dollar General Store
Dollar Tree Stores Inc
Family Dollar

Brand

Cheetos
Clover Valley
Coca-Cola
Colgate
Crest
Dawn
DG Health
Dove
Dr Pepper
Frito-Lay
Gatorade
Gain
Hershey's
Lay's
Little Debbie
M&M's
Mountain Dew
Nerds Candy
Oreo
Pepsi
Power
Pringles
Rexall
Reese's
Snickers
Sour Patch Kids
Sprite
True Living
Unbranded

ELECTRONICS

Category

Audio Components
Cables & Accessories
Printers, Copiers, Fax
Machines & Accessories
Telephone

Brand

Apple
Duracell
Energizer
Onn.
Power
Rayovac

Retailer

Amazon
Best Buy
Dollar General Store
Target
Walmart



Category

Almonds	Corn Chips
Animal Crackers	Cottage Cheese
Applesauce	Covered Nuts
Baked Goods & Desserts	Crackers
Bagel & Pita Chips	Cream Cheese & Spreads
Bagels	Croutons & Salad Toppings
Baking Ingredients	Crisps
Baking Mixes	Cured Meats
Beans	Danishes & Puffs Snack Cakes
Beef	Dip Mixes
Beef Roasts	Dog Food
Bologna	Donut Snack Cakes
Bread Loaves	Dry Pasta
Breakfast Cereal	Dry Soup Mix
Broth, Bouillon, & Stock	Dried Meat Sticks
Bulk Sausage	Dried Vegetables
Buns & Rolls	English Muffins
Butter Crackers	Fresh Bananas
Butter Sticks	Fresh Beans
Caesar Dressing	Fresh Beef Patties
Candy Variety Pack	Fresh Berries
Carrots	Fresh Broccoli
Cashews	Fresh Brussel Sprouts
Cereal Bars & Breakfast Biscuits	Fresh Cauliflower
Cheese Blocks	Fresh Celery
Cheese Crackers	Fresh Cherries
Cheese Curls & Puffs	Fresh Chicken Breasts
Cheese Dip	Fresh Chicken Legs & Thighs
Chocolate Candy	Fresh Corn
Cocoa	Fresh Eggs
Cola	Fresh Grapes
Condensed Soup	Fresh Ground Beef
Confection Candy	Fresh Ground Chicken
Corn	Fresh Ground Turkey

Category

Fresh Lettuce & Leafy Greens
Fresh Melons
Fresh Nectarines
Fresh Peaches
Fresh Pears
Fresh Plums
Fresh Potatoes
Fresh Shellfish
Fresh Tomatoes
Frozen Bread Loaves
Frozen Breakfast Pastries
Frozen Burritos, Pockets & Wraps
Frozen Cake & Sweet Rolls
Frozen Dairy Desserts
Frozen Family Entrées
Frozen French Fries
Frozen French Toast
Frozen Fruit
Frozen Mixed Fruits
Frozen Mozzarella Sticks
Frozen Onion Rings
Frozen Other Appetizers
Frozen Pies
Frozen Pizza
Frozen Potatoes
Frozen Seafood
Frozen Turkey
Fruit Rolls & Twists
Fruit Snacks
Graham Crackers
Granola
Gravy
Greek & High-Protein Yogurt
Guacamole

Ham
Ham Lunch Meat
Hot Dogs
Hummus
Ice Cream Cones
Ice Cream Sauces & Syrups
Instant Oatmeal / Hot Cereal
Jam, Jelly & Preserves
Kids' Yogurt
Mac & Cheese (Boxed)
Meats
Microwaveable Entrees
Mixed Nuts
Mustard
Non-Dairy Milk
Oatmeal & Hot Cereal
Olives
Packaged Cherries
Packaged Chicken
Packaged Mixed Fruit & Cocktail
Packaged Pork
Packaged Salmon
Packaged Tuna
Pasta Sauce
Peas
Pickles
Pizza
Pizza Sauce
Popcorn
Pork Bacon
Pork Ribs
Pork Skins
Pork Specialty Cuts
Potato Chips

Category

Prepared Fruits
Prepared Snack Pack
Prepared Vegetables
Pretzel Crisps
Protein Snacks
Purified Water
Ready to Eat Soup
Refrigerated Cookie Dough
Refrigerated Pie Dough & Crust
Refrigerated Sweet Rolls
Relish
Salad Kits
Saltine Crackers
Sandwich Crackers
Sausage Links & Bratwurst
Sides & Salads
Specialty Beef Cuts
Specialty Sauces
Spreadable Butter & Margarine
Spices & Seasonings
Stovetop & Oven Entrees
Sugars & Sweeteners
Sushi
Teriyaki Sauce
Toaster Pastries
Toilet Paper
Tortilla Chips
Tortillas, Shells, & Wraps
Traditional Pretzels
Traditional Yogurt
Vegetable Medley
Vinaigrette Dressing
Wheat Crackers
Whole Grain Chips
Worcestershire Sauce

Retailer

Costco
CVS
Dollar General Store
Dollar Tree Stores Inc
Family Dollar
Food Lion
Publix
Safeway
Sam's Club
Trader Joe's
Whole Foods Market

Brand

Aldi
Banquet
Barilla
Bettergoods
Birds Eye
BJ's Wholesale Club
Boar's Head
Breyers
Butterball
Campbell's Soups
Chips Ahoy!
Clover Valley
Coca-Cola
Colgate
Daisy
Del Monte Packaged
DiGiorno Pizza
Doritos
Driscoll's
Eggo
Extra
Frito-Lay

Brand

Freshness Guaranteed

Fruit Rolls & Twists

Good & Gather

HEB

Hellmann's / Best Foods

Hidden Valley Ranch

Hostess

Jif

Johnsonville

Kings Hawaiian

Kirkland Signature

Knorr



HOUSEHOLD & HOME ESSENTIALS

Category

Bleach
Cleaning Gloves
Clothing & Closet Storage
Disposable Tableware
Drain Cleaners
Dusters & Accessories
Fabric Refreshers
Fabric Softeners & Dryer Sheets
Facial Tissues
Foil
Food Storage Bags
Food Storage Containers
Garbage Bags
Household Cleaning Products
Household Storage Drawers & Containers
Laundry Balls
Laundry Detergent
Lint Rollers
Matches, Lighters & Accessories
Mops & Accessories
Napkins
Parchment Paper
Pest Control Traps
Pest Repellents
Plastic Wrap
Shop Towels & General-Purpose Cleaning Cloths
Sponges & Scrub Brushes
Storage Hooks & Racks
Toilet Paper
Trash Cans & Wastebaskets

Retailer

Amazon
Costco
CVS
Dollar General Store
Dollar Tree Stores Inc
Family Dollar
Sam's Club
The Home Depot
Walmart

HOUSEHOLD & HOME ESSENTIALS

Brand

Ajax	Reynolds Wrap
ALL	Rubbermaid
Angel Soft	Sam's Club
Arm & Hammer	Scrub Daddy
BIC	Scrubbing Bubbles
Bounty	Snuggle
Bounce Dryer Sheets	Sparkle
Cascade	Sterilite
Charmin	Suavitel
Clorox	Swiffer
Command	Tide Laundry Detergent, Fabric Rinse & Antibacterial Spray
Cottonelle	Tide Licensing
Dawn	True Living
Dixie	Up & Up
Downy Fabric Care & Scent Boosters	Ziploc
Equate	
Fabreeze Air Fresheners & Odor-Fighting Products	
Fabuloso	
Finish	
Gain	
Glad	
Great Value	
Kirkland Signature	
Kleenex	
Lowe's Home Improvement	
Lysol	
Mainstays	
Member's Mark	
Mr. Clean	
OXICLEAN	
Palmolive	
Purex	
Puffs	

Category

Art & Crafting Materials
Baking Ingredients
Baking Mixes
Beans
Body Wash
Bottoms
Bread Loaves
Breakfast Cereal
Buns & Rolls
Chocolate Candy
Cola
Confection Candy
Cough & Cold Medicines & Treatments
Cream Cheese & Spreads
Disposable Tableware
Dry Pasta
Frozen Dairy Desserts
Fresh Bananas
Fresh Berries
Fresh Citrus Fruits
Fresh Eggs
Fresh Lettuce & Leafy Greens
Fresh Onions & Garlic
Fresh Potatoes
Fresh Tomatoes
Gift Giving
Home Fragrances
Household Cleaning Products
Kitchen Tools & Utensils
Laundry Detergent
Oils & Sprays
Potato Chips
Purified Water
Shampoo

Shirts & Tops
Shredded & Grated Cheese
Sliced Cheese
Soda
Spices & Seasonings
Sports & Electrolyte Drinks
Stovetop & Oven Entrees
Sugars & Sweeteners
Toilet Paper
Toothpaste
Tortilla Chips
Tortillas, Shells, & Wraps
Underwear & Socks
Vitamins & Herbal Supplements
Writing & Drawing Instruments

Retailer

Amazon
Target
Walmart

Brand

A New Day	Hillshire Farm
Always	Huggies
Angel Soft	Hyper Tough
Apple	Jimmy Dean
Arm & Hammer	Kraft
Athletic Works	Lay's
Better Homes And Gardens	Lego
Bettergoods	Little Debbie
Bounty	Mainstays
Cat & Jack	Marketside
Cheetos	Maybelline
Chobani	Mccormick
Clorox	M&M's
Coca-Cola	Monster
Coffee Mate	Mountain Dew
Colgate	Ol' Roy
Crest	Old Spice
Doritos	Onn.
Dove	Oreo
Downy Fabric Care & Scent Boosters	Oscar Mayer
Dr Pepper	Ozark Trail
Febreze Air Fresheners & Odor-Fighting Products	Pampers
Folgers	Parent's Choice
Freshness Guaranteed	Pedigree
Frito-Lay	Pen+Gear
Friskies	Pepsi
Gain	Perdue
Gatorade	Pillsbury
Good & Gather	Prima Della
Great Value	Quaker
Hanes	Red Bull
Hefty	Reese's
Hershey's	Room Essentials
	Spring Valley Vitamins

MASS RETAIL

Brand

Sprite

Sterilite

Swiffer

Threshold

Time And Tru

Tide Licensing

Tyson

Unbranded

Universal Thread

Up & Up

Way To Celebrate!

Wild Fable

Wrangler



Category

Bird Food

Cat Food

Cat Litter, Litter Boxes & Accessories

Cat Treats

Dog Food

Dog Toys

Dog Treats

Flea & Tick Treatments

Shopping Mode: In-Store Only (this belongs below; removed from category)

Shopping Mode: Omnichannel (same; removed from category)

Retailer

Amazon

Dollar General Store

Petco

Petsmart

Target

Walmart

Brand

Blue Buffalo

Fancy Feast

Friskies

Meow Mix

Milk-Bone

Ol' Roy

Pedigree

Purina One

Temptations

Tidy Cats

Vibrant Life

RESTAURANT & RETAIL

Category

Baked Goods
Burgers
Chicken Nuggets
Chicken Sandwiches
Chicken Tenders & Strips
Chicken Wings
Coffee Drinks
Condiment Packets
Dressings
Egg Burrito
Entree + Side + Drink Meal
Fish Sandwiches
Frozen Treats & Novelties
Juice
Kids Chicken Dish
Pancakes & Crepes
Quesadilla
Slushies & Icees
Snacks & Sides
Soda
Tea
Tacos
Water
Whole Pizza
Wraps

Retailer

Arby's
Burger King
Chick-Fil-A
Chipotle Mexican Grill
Domino's
Dunkin'
KFC
Kentucky Fried Chicken
Little Caesars
McDonald's
Olive Garden
Panera
Panera Bread
Pizza Hut
Popeyes
Sonic
Starbucks
Subway
Wendy's

Brand

Unbranded