



fetch

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:

viant. **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 ready to perform across every channel.

Table of Contents

<u>Alcohol</u>	5
<u>Apparel & Accessories</u>	4
<u>Beauty & Personal Care</u>	7
<u>Beverage</u>	8
<u>Club Retail</u>	10
<u>Dollar Retail</u>	12
<u>Electronics</u>	14
<u>Food</u>	15
<u>Household & Home Essentials</u>	19
<u>Mass Retail</u>	21
<u>Pet</u>	24
<u>Restaurant & Retail</u>	25

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

Brand

Auden
Hanes
Garamimals
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

Retailer

Sam's Club
Goody
Target
Kohl's
Walmart
Amazon

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



BEVERAGE

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
A&W Rootbeer
Alani Nu
Amazon
Aquafina
Arizona
BodyArmor
Canada Dry
Celsius
Chobani
Clover Valley
Coca-Cola
Core Power
Crystal Light
Diet Coke
Dr Pepper
Dunkin' Coffee At Home
Fanta
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
Ocean Spray
Olipop
Pepsi
Poppi
Premier Protein
Propel
Pure Life
Red Bull
Simply Juices And Drinks
Smartwater
Snapple Ready To Drink
Sprite
Starbucks Ready To Drink Single Serve
Squirt
Tropicana
V8
Vitaminwater
Welch's Juices & Fruit Spreads

CLUB RETAIL

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



DOLLAR RETAIL

Category

- Art & Crafting Materials
- Baking Ingredients
- Baking Mixes
- Body Wash
- Bread Loaves
- Breakfast Cereal
- Buns & Rolls
- Cakes & Truffles
- Snack Cakes
- Candy Variety Pack
- Cat Food
- Cheese Crackers
- Cheese Curls & Puffs
- Chocolate Candy
- Cola
- Confection Candy
- 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
- Pain & Fever Medicines & Treatments
- Paper Towels
- Popcorn
- Potato Chips
- Purified Water
- Soda
- Spices & Seasonings
- Sponges & Scrub Brushes
- Stovetop & Oven Entrees
- Toilet Paper
- Toothbrushes
- Toothpaste
- Tortilla Chips
- Women's Deodorant & Antiperspirant
- Writing & Drawing Instruments

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

Category

Fresh Lettuce & Leafy Greens	Ham
Fresh Melons	Ham Lunch Meat
Fresh Nectarines	Hot Dogs
Fresh Peaches	Hummus
Fresh Pears	Ice Cream Cones
Fresh Plums	Ice Cream Sauces & Syrups
Fresh Potatoes	Instant Oatmeal / Hot Cereal
Fresh Shellfish	Jam, Jelly & Preserves
Fresh Tomatoes	Kids' Yogurt
Frozen Bread Loaves	Mac & Cheese (Boxed)
Frozen Breakfast Pastries	Meats
Frozen Burritos, Pockets & Wraps	Microwaveable Entrees
Frozen Cake & Sweet Rolls	Mixed Nuts
Frozen Dairy Desserts	Mustard
Frozen Family Entrées	Non-Dairy Milk
Frozen French Fries	Oatmeal & Hot Cereal
Frozen French Toast	Olives
Frozen Fruit	Packaged Cherries
Frozen Mixed Fruits	Packaged Chicken
Frozen Mozzarella Sticks	Packaged Mixed Fruit & Cocktail
Frozen Onion Rings	Packaged Pork
Frozen Other Appetizers	Packaged Salmon
Frozen Pies	Packaged Tuna
Frozen Pizza	Pasta Sauce
Frozen Potatoes	Peas
Frozen Seafood	Pickles
Frozen Turkey	Pizza
Fruit Rolls & Twists	Pizza Sauce
Fruit Snacks	Popcorn
Graham Crackers	Pork Bacon
Granola	Pork Ribs
Gravy	Pork Skins
Greek & High-Protein Yogurt	Pork Specialty Cuts
Guacamole	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