

Discover
Ocado Ads
Audience
Snapshot



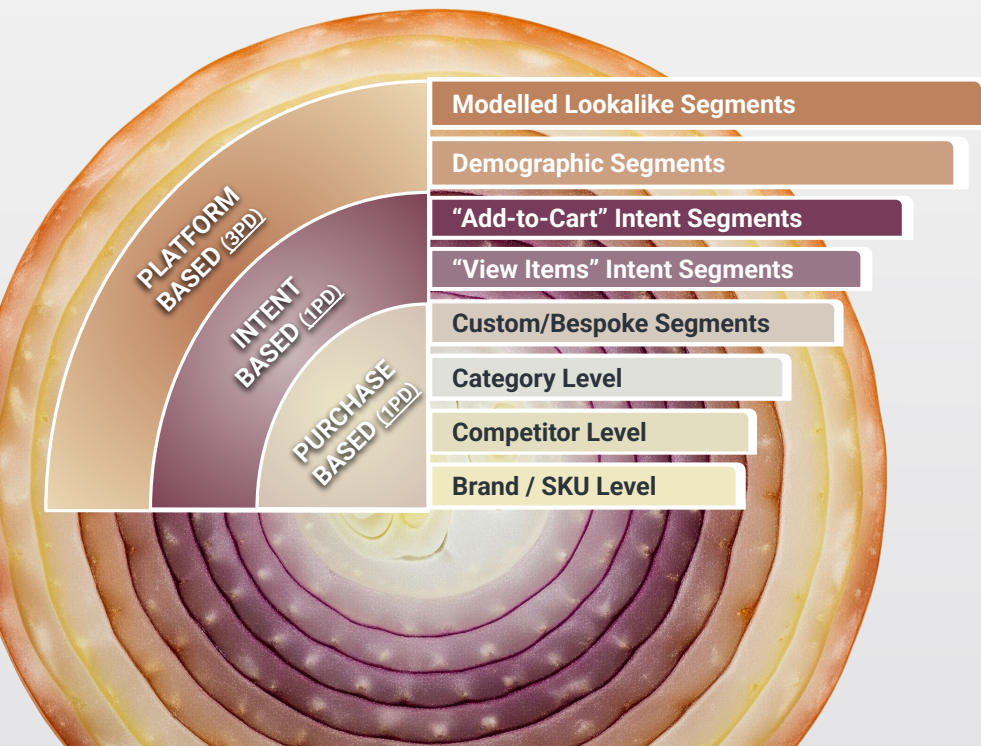
OCADO IS THE **WORLD'S LARGEST** ONLINE-ONLY SUPERMARKET



Did you know?

Ocado has been the fastest growing retailer in the UK for 14 straight periods, and is close to being the #2 online Grocer!

MEET THE AUDIENCE ONION



Hyper-Targeted Segments/Strategies

+

Broader Behavioural Segment(s)

Ocado > Lifestyle Segments

> QUALITY CONSCIOUS

> FAMILY CONVENIENCE

> ALTERNATIVE EATERS

±24 Lifestyle Personas available

Ocado > In-Market Segments

> FROZEN PRODUCE > CHIPS / POTATOES

> PAPER > TOILET TISSUE

> CRISPS & SNACKS > CRISPS

±400 built In-Market Audiences available to use

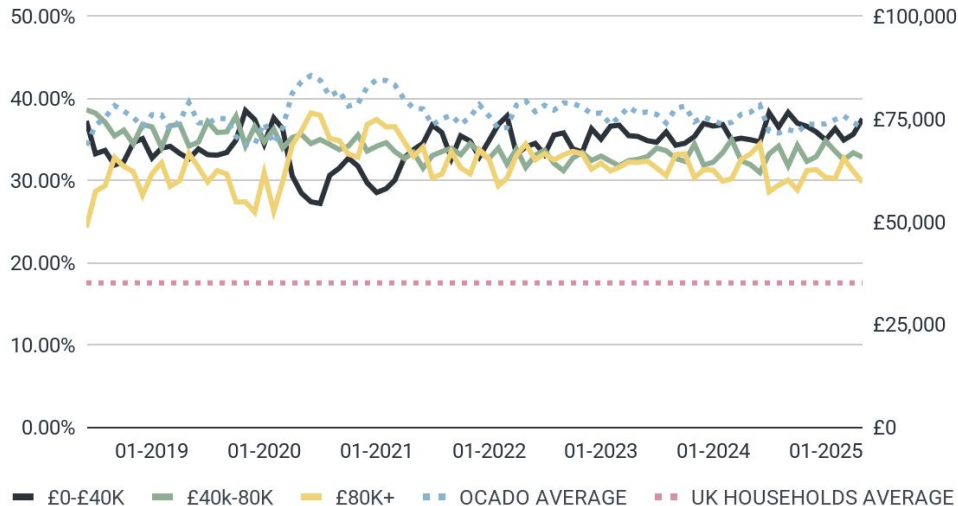
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- Achieve Campaign KPIs
- Drive Awareness
- Grow Brand Category Share
- Drive Loyalty
- Drive To Promotions
- Extend Coupon Reach

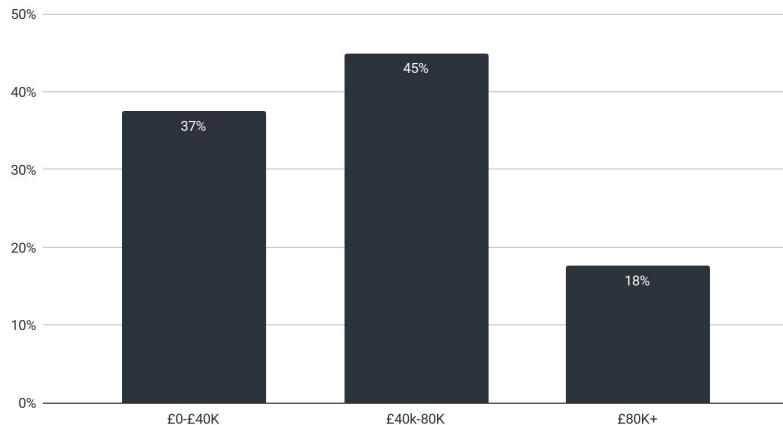
BEYOND THE AVERAGE

Our customers tend to have high incomes, the average household income is ~£75k, vs the UK average of £35k

Customer household income over time (%)



Customer household income this month



Data from Ocado Customer Satisfaction and Voice of the Customer surveys, c. 3,000 active marketing opt-in customers each month.
UK household income data from Office of National Statistics ([link](#))

THE POWER OF LOYALTY

Core and Champions make up 23% of the active base but account for 56% of sales

23%



56%



Core and Champions proportion on 1st January 2025, and sales represent FY2024

Building a Million-Strong Community: A Mix of New and Long-Term

Customers
Over 1 million is made up of customers acquired both recently and more than 20 years ago

Each colour represents a different year that customers were acquired. The y axis is the total volume of customers, and the x axis is the date when the size of the active base was measured.

The active base dropped during Covid but has since risen to over 1 million.

