



WOULD YOU LIKE THAT DELIVERED OR AT A TABLE FOR TWO?

Fresh, Fast and Targeted Audiences from Acxiom.



I'll take my shipping free with a side of unlimited movies
Acxiom offers an audience of likely Amazon Prime subscribers. Tap into this lucrative pool of savvy online shoppers who also take advantage of exclusive access to movies and TV shows, ad-free music and more.



Looking for those who want it fresh and fast?

From those who want fresh ingredients waiting on the doorstep to those who want their food hot and ready from a restaurant, Acxiom introduces audiences including:

- Those likely to order fresh food for meal preparation using an online service like Blue Apron, Plated or Hello Fresh
- Those with a propensity to order groceries via an online service like Amazon Fresh, Fresh Direct or Instacart
- Consumers who order restaurant deliveries from an online service like GrubHub or Eat24
- Consumers likely to make restaurant reservations online using services like OpenTable



Meal Kit Delivery

Hello Fresh, Plated, Blue Apron, Omaha Steaks

This industry is growing fast, even among non-retail companies, such as the New York Times launching its own service in partnership with startup Chef'd, which sends subscribers meal kits that sync up with recipes posted on the Times' cooking site.



Grocery Delivery

AmazonFresh, Instacart, Fresh Direct

Shopping online is now a standard in most households. Consumers who want fresh food and convenient home delivery are becoming a threat to local brick-and-mortar stores. The three major online grocery plans are Instacart, FreshDirect and AmazonFresh.



Restaurant Local Delivery

Grubhub, Eat24, Chef Shuttle, Seamless, All Menus

\$210 billion worth of food is ordered for delivery or takeout each year in the U.S.; \$11 billion of that is online delivery, with non-pizza online deliveries totaling \$4 billion. Grubhub/Seamless and Eat 24 control a lion's share of the market.



Restaurant Reservations

Open Table

Can't get a restaurant reservation or would like to read a review? Open Table offers access to a database of 30,000 U.S. restaurants via internet, email or mobile app. Users can search by city, time, dates, cuisine and price range. Participating restaurants, not consumers, pay the fee.