



Good food, Good life

March 2026

The Addressability Challenge:

How to scale media effectiveness in a world with fewer data signals

Charlotte Stevens
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80%

of UK consumers expect personalised shopping experiences

60%

willing to share personal data for tailored recommendations and offers

60%

reduction in media signals, making consumers less identifiable



The Future Focus

Sharing Insights,
not personal data



Buying cohorts,
not individuals



Measuring
outcomes, not clicks



What are the data types?

1st Party Data



Data collected directly by us

2nd Party Data



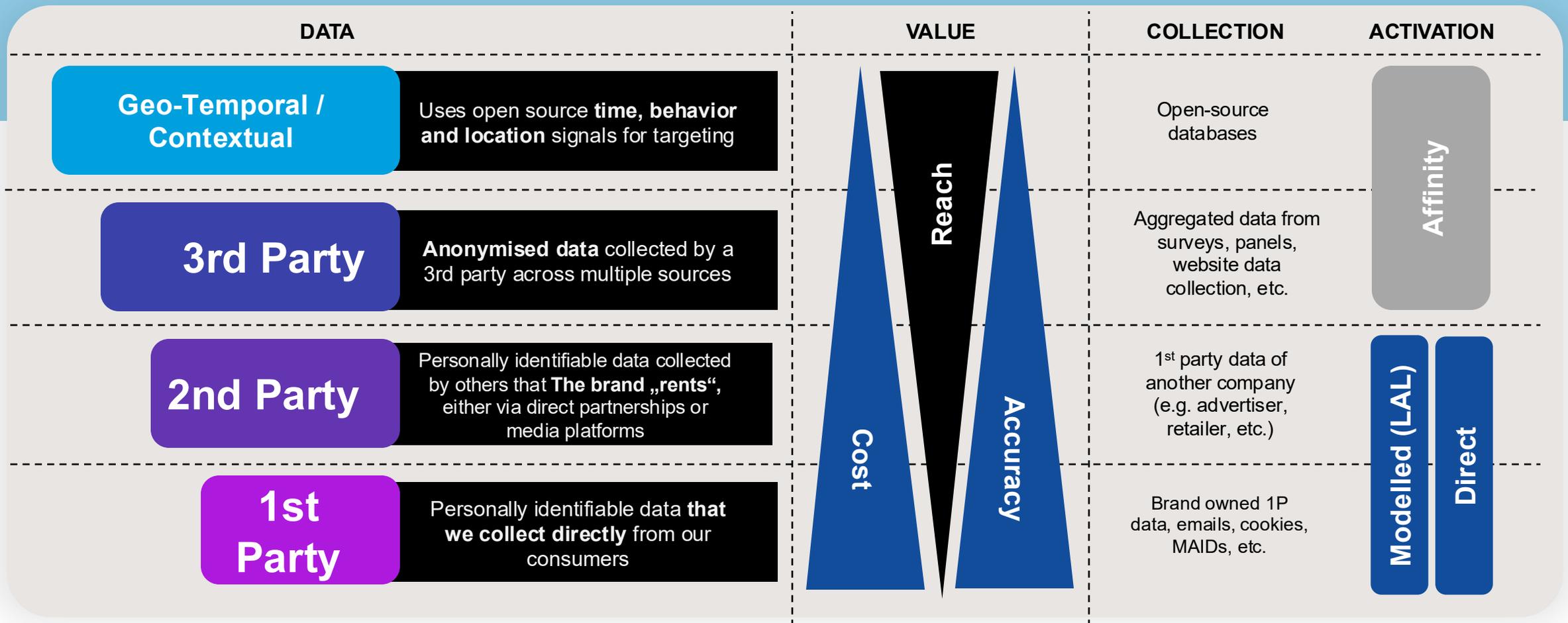
Data collected by another brand, shared through partnerships

3rd Party Data

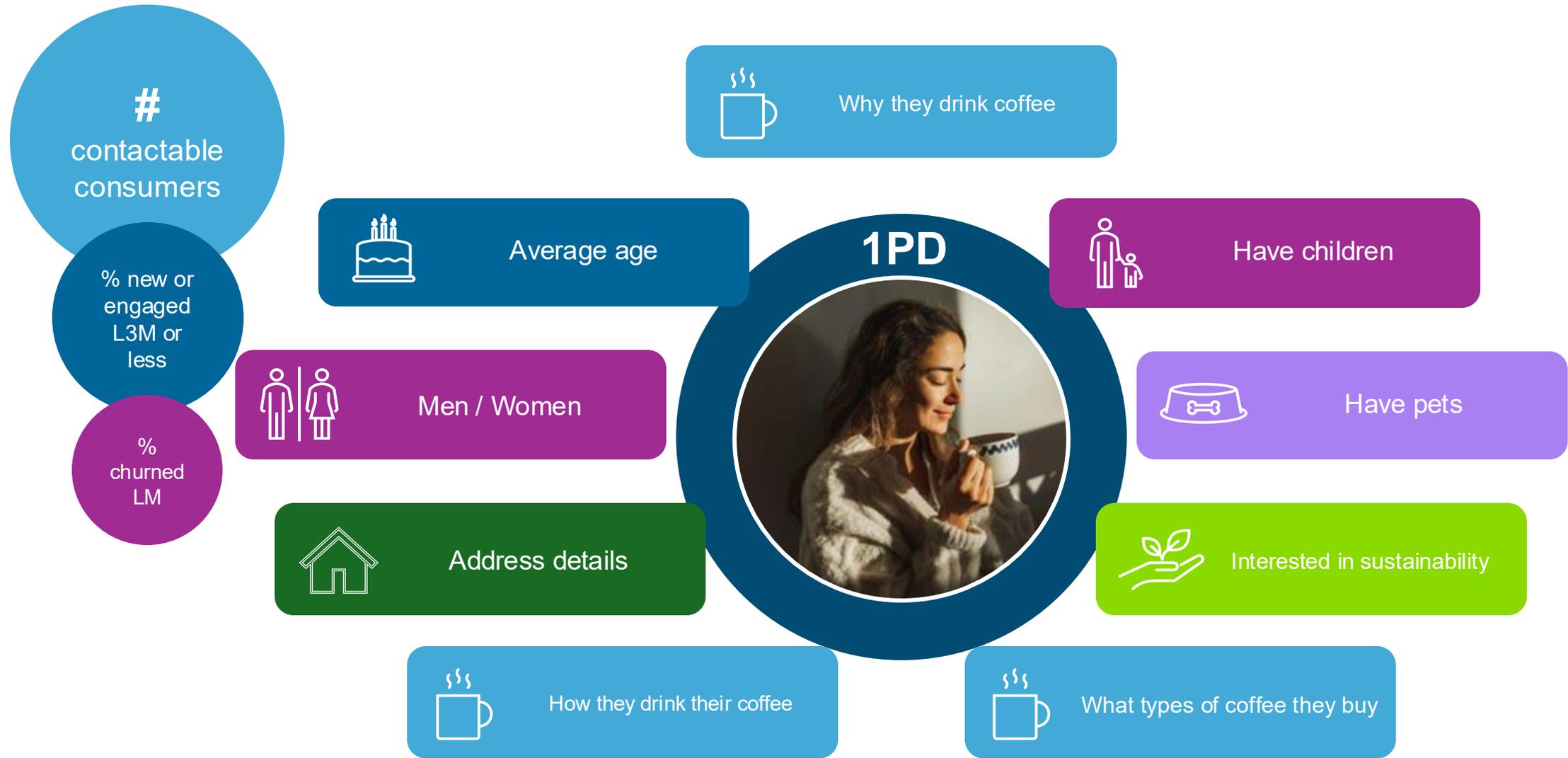


Aggregated data from various other sources

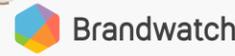
The Reality: Not all data is equal



A 1P coffee consumer profile:



An enriched coffee consumer profile:



Real-time and upcoming events happening around them

TV, radio programmes, and podcasts they consume

What they search for on Google?

Who they follow on social?

What they buy?

Tesco Media and Insight Platform.

NETAR 36



The out-of-home sites they see each day

What they listen to?

Why they drink coffee

Where they buy?

When they buy?



The types of creative they normally respond to in each channel/platform

Average age

Have children



Their interests inside "walled gardens" like Meta and TikTok

Men / Women



Have pets

The price of the SKUs they buy

The barriers in their purchase journey

How they see brands in the category?

Address details

Interested in sustainability

Their propensity to trade down to private label

What they buy on Amazon

How they see the world?



What else they're passionate about

How they drink their coffee

What types of coffee they buy

The content they browse on their iPhone, IDs can't track



Income



Tik Tok

The solution is to...

S

Seed ALL
campaigns with
1PD

C

Collaborate with
2PD via
clean-rooms

A

Augment with
3PD & GEO

L

Leverage AI &
Federated
learning

E

Evaluate &
measure

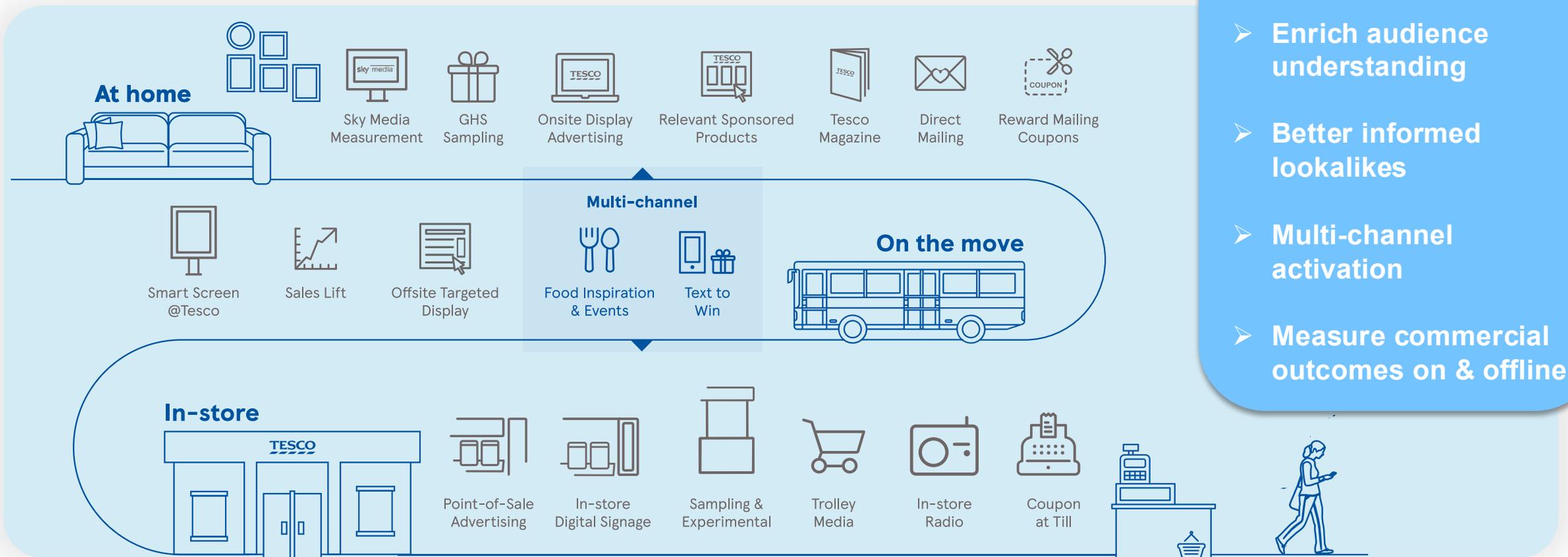
1PD: How SCALE shows up

Look-a-like Modelling (LAL) –
Using the 1PD as a seed to find similar customers

Suppression –
Excluding
Customers who
have already bought
or engaged with a
product

Retargeting –
Contacting
existing/lapsing
customers who have
purchased before

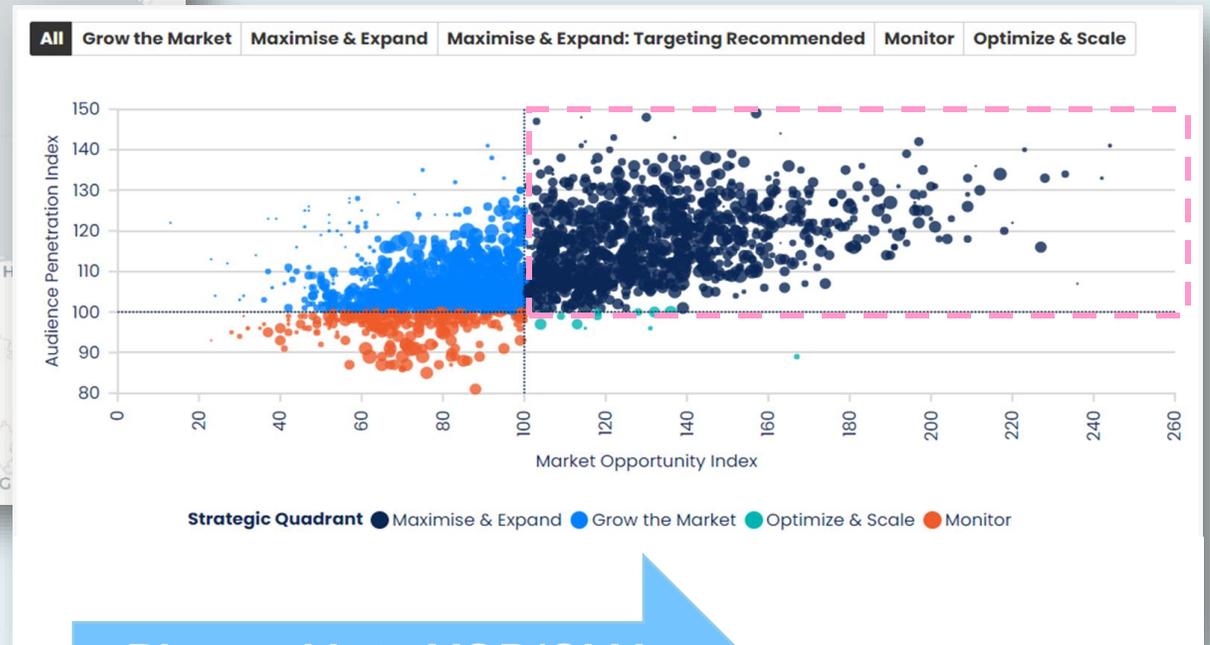
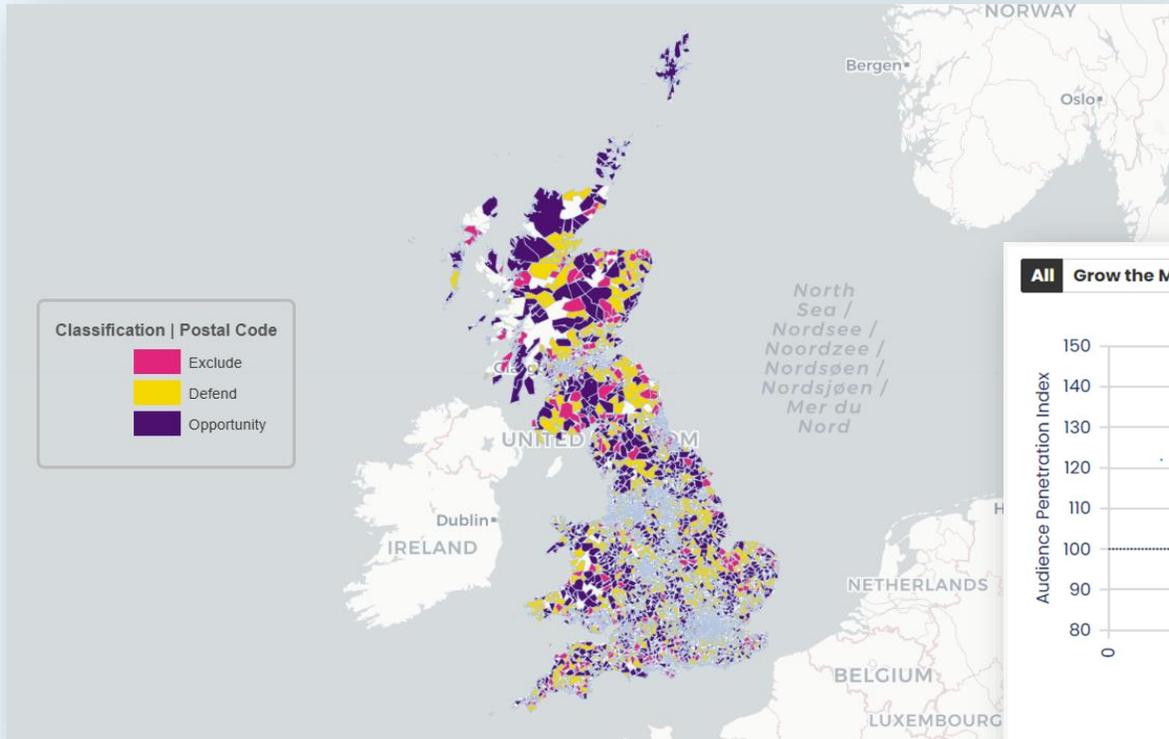
2PD: How SCALE shows up



- Market & category trends
- Enrich audience understanding
- Better informed lookalikes
- Multi-channel activation
- Measure commercial outcomes on & offline



3PD/Geo: How SCALE shows up



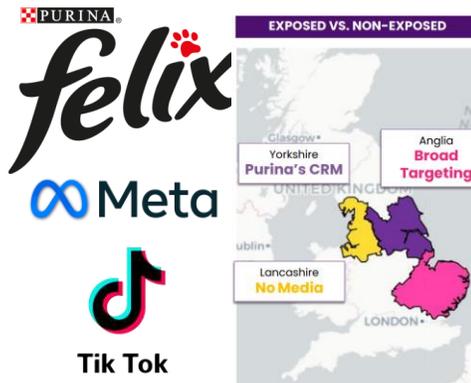
Plugged into VOD/OLV,
Social, DOOH, Digi Audio

SCALE in Action

1PD

+133%

Improved sales lift from 1PD vs. broad audiences in Meta & TikTok



2PD

+£4.5m

Incremental sales, targeting high propensity audiences in full funnel media with Tesco



1P + 3PD/Geo

89%

Of exposed audiences took action, incl. 23% visiting store & 20% buying online



Key Takeouts

01

Addressability

won't come from a single data source

02

1st Party Data

is the start, not the ceiling

03

SCALE

enables smarter, more sustainable
data activation

