How PepsiCo Has Grown Its First-Party Data Stores by 50%

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In the last 18 months, the New York-headquartered company behind household names like Pepsi, Gatorade and Frito-Lay has increased its global first-party data records by 50% by accruing people's email addresses in exchange for reward programs, letting it serve people more relevant messages, ultimately driving revenue. It wouldn't share more specific numbers on its success.

PepsiCo has used a number of tactics to capture consented first-party data, including QR codes available on product packaging, in-store point of sale at registers and TVC ads.

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