



First to market activation with the nation's most loyal customer base

Now you can speak to Costco members in a whole new way with Costco Custom Audiences

How it works



Create your custom Costco audience



Identify & reach 100% of your intended audience



Serve them your ad across off-site channels



Track their purchase from ad, online & in-store

Key Features

Built on Person 1st Identity

Maximize reach across verified Costco members with no waste

Custom Built Member Audiences

Unique custom 1P audiences built to meet your brand's KPIs

Cross Channel Activation

Display, Online Video, Connected TV* & Audio*

Closed Loop Measurement

Post-campaign report with delivery metrics, ROAS,, iROAS, new to brand, category insights, demo & interest/hobbies breakdown.

Flexible Activation Rooted in Identity

Leverage the power of the CORE AI and Core Private Exchange to maximize scale and deliver 100% of impressions to verified 1P Costco members, resulting in 3X more revenue from media.



Managed Service

White glove service via Epsilon



Self Service

Activated via The Trade Desk or DV360

(Additional DSPs Coming Soon!)

*only available via managed service



Contact doreen.knotts@epsilon.com to get started today.

