



A 360° view of your
customers' behaviour

A personalised insight portal,
aligned to your business needs

Decision making powered by
granular data and powerful science

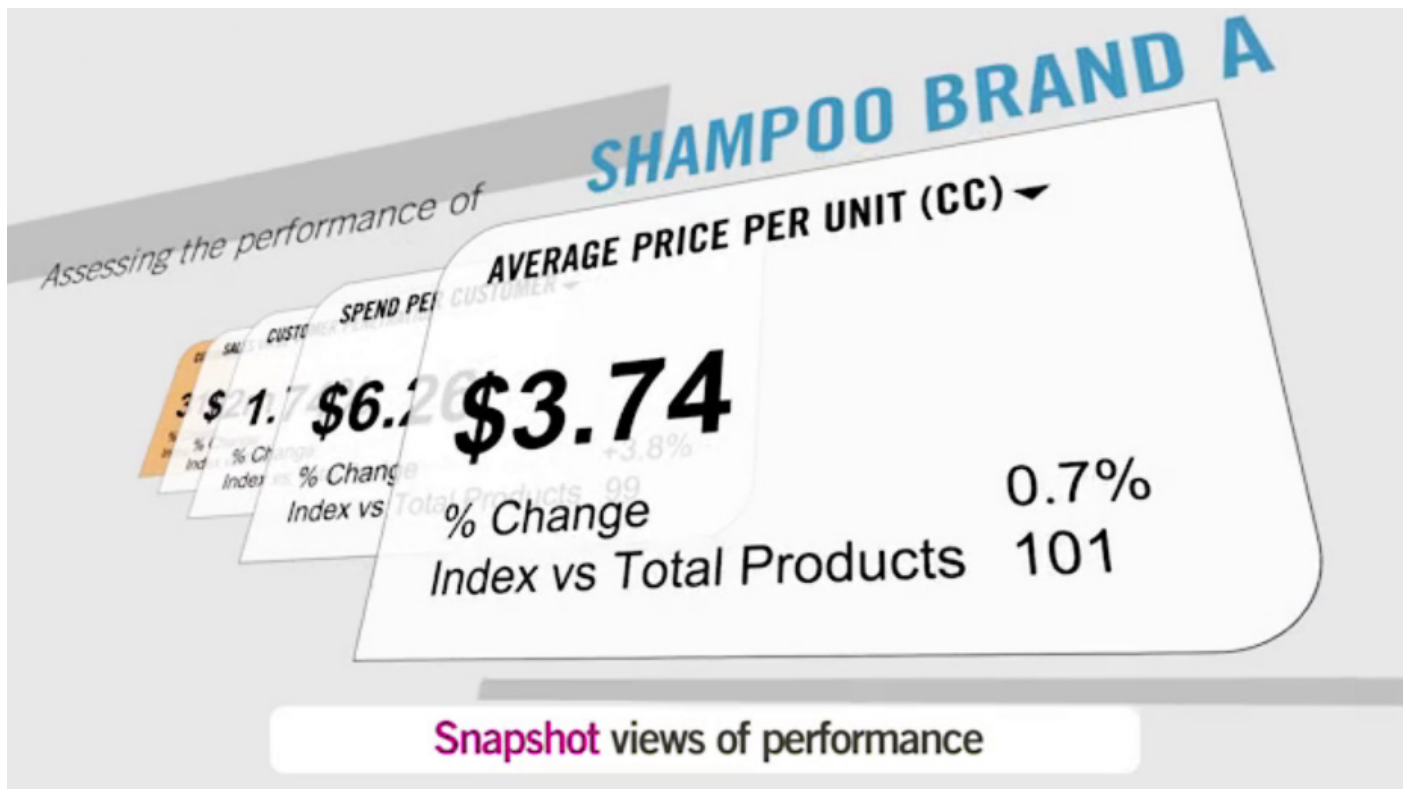


dunnhumby  SHOP[®]



Transform customer insight into
sustainable category growth

DATA-LED, CUSTOMER-FOCUSED INSIGHTS TO HELP YOU CREATE EXPERIENCES THAT DELIGHT



SHOP®

dunnhumby's flagship insight solution – analyses the shopping habits of nearly 470 million customers to identify the best way to improve your customers' experience to grow sales.

With actionable insights to guide your critical category decisions, we connect you to a 360° view of customer behaviour, through a personalised portal, so you can make the right decision, at the right time.

dunnhumby **LAB**

The insight and activation portal that brings together all of our best solutions

Featuring an intuitive interface, customisable dashboards, groups and segmentations.

Lab quickly delivers the insights most important to you.

All our best insights, all our best science, all in one place.

The web-based platform that's home to all of our solutions

dunnhumby **LAB** **SHOP®**
dunnhumby's flagship customer insight solution

Shop on Lab makes our world-leading data and science easy to access and integrate, empowering clients to make decisions that grow their business better than any other customer insight solution.

CUSTOMER INSIGHTS, ONLINE AND ON-DEMAND

Shop on Lab provides simple, self-serve access to dunnhumby's world-leading customer insights, so clear and accurate answers to your complex questions are always just a click away. (And for the really complex questions, our expert retail consultants are always just a call away.)

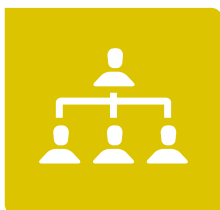
dunnhumby **LAB** SHOP[®]



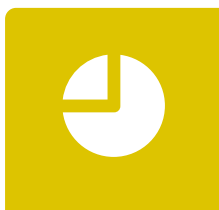
2+ YEARS CONTINUOUS DATA, REFRESHED WEEKLY AND READY TO PERSONALISE

20+ MODULES TO ANSWER YOUR CRITICAL BUSINESS QUESTIONS

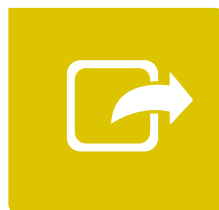
All these features can be personalised through our new Lab features, including:



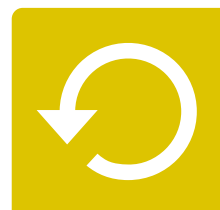
Custom groups and hierarchies



Custom category, brand and corporate segmentations



A variety of exporting capabilities



Insight modules can be combined to create a 360° view of performance

470M+
customers in
our dataset

15+
years providing
actionable
insights

**Over
450**
CPG and
retail clients
worldwide



All our best insights, all our best
science, all in one place. It's the future
of dunnhumby analytics;

IT'S SHOP ON DUNNHUMBY LAB.



Ready to power up your retail
performance? Talk to your
dunnhumby consultant or contact
us at dunnhumby.com

dunnhumby  **SHOP[®]**