dunnhumby

Who we are

The world's first Customer Data Science platform

What we do

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First.

Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

For 30 years, we've partnered with businesses around the world to use Customer Data Science to increase revenue and profits by delivering exceptional experiences for their Customers.

Global clients

How we do it

Our unique mix of technology, software, consulting and media transforms organisations by putting the Customer First.

| CATEGORY MANAGEMENT	CUSTOMER ENGAGEMENT
• Category planning • Store design, assortment and display optimisation • Personalised omni-channel experience	• 1-2-1 Communications • Campaign management • Advocacy marketing • Media partnerships
CUSTOMER KNOWLEDGE • Customer DNA and segmentation • Customer First strategy and change • Customer loyalty design / re-design	**MEDIA** • Data-driven media planning • Measurable retail media • Monetise owned media • Connected and relevant Customer experience
DATA CONSULTANCY • Data strategy, architecture and change • Data mapping and universal Customer identifiers • Data governance frameworks	**PRICE & PROMOTIONS** • Customer-led pricing strategy • Customer KVI analysis • Promotion analytics • Price and promotions optimisation

Customer Data Science

The dunnhumby difference

30 years' experience in driving business transformation using Customer data; partnering with 76 retail and +1,000 CPG clients around the world
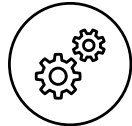
We focus on **delivering value and results**; with a global footprint of over 2,000 experts in 46 offices across 27 countries
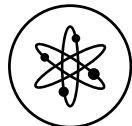
Pioneers in **Customer Data Science** with 500+ data analysts and scientists; partnering with leading academic institutes to deliver the latest innovation

Insight to action to results with the right partner – we don't just consult, or just deliver tools – we embed Customer Data Science and will help you make it happen

An **unparalleled combination of technology, software, consulting & media** enables clients to deliver exceptional Customer experiences, personalised to their needs and expectations

We partner with retailers & CPGs around the world delivering a competitive advantage and **increased revenue and profitability**

> " dunnhumby has played a pivotal role in Tesco's development to be the leading UK grocery retailer. We see dunnhumby as central to the restructuring of our business so that it is entirely focused on the Customer, and an important strategic partner for the business going forward.
>
> **- Dave Lewis, Tesco CEO**

Our client goals

| KNOW MY BUSINESS AND MEET MY NEEDS | DELIVER MEASURABLE VALUE AND GROWTH | BE MY TRUSTED ADVISOR AND SECURE PARTNER | BE THE INDEPENDENT VOICE OF MY CUSTOMER | MAKE ME FIT FOR THE FUTURE | PROVIDE ME SMART SOLUTIONS ON TIME |

Investment in Customer First delivers sustained long-term sales growth

$1 invested with dunnhumby

- **$19** in incremental sales
- **$3** in SG&A savings
- **$10** in quantum margin
- over **900%** ROI
- Payback in **< 8** months

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THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail — one of the world's most competitive markets, with a deluge of multi-dimensional data — dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Science Platform is our unique mix of technology, software and consulting enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers – in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley's, L'Oreal and Monoprix.

Contact us to start the conversation
dunnhumby.com