dunnhumby media

Digital Onsite Media

Unlock the potential of digital onsite media assets to create holistic shopping experiences and drive growth

What we do

Customers are increasingly going online, accelerated by the rise of smart devices, engagement from older audiences and the need for more convenient and time efficient ways to shop. Online is one of the fastest growing channels, with 11% growth per year expected from digital media in the next 3 years*. For retailers and advertisers alike, there is a huge opportunity to engage and connect with this customer base in their daily lives.

dunnhumby media enables retailers to leverage their e-commerce platforms to become a media publisher, whilst enhancing user experience using our relevancy science. We help connect the dots between the interactions that customers have online and offsite. This means retailers can unlock the potential of their e-commerce assets to create holistic shopping experiences that drive sustainable and measurable growth.

Key Questions Answered

How do I grow basket size and spend?

How do I increase my customer base?

How can I unlock incremental revenue streams?

How do I improve the overall customer user journey?

How can I optimise revenue streams across all areas of my site in a way that enhances user experience and drives additional value?

How can I make it easier for shoppers to find what they're looking for?

How do I enable brands to work with my site in a user-centric way?

How can I make media relevant and helpful to my customers?

How do I retain customers and drive long-term loyalty?

How can I improve the content on my site?

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How dunnhumby media helps you

The way shoppers engage with e-commerce sites has evolved and the role that media has played in reaching shoppers has changed too.

We help retailers:

1 Understand the unique online journey that customers experience, enabling them to transform their e-commerce platforms from functional to helpful

2 Create opportunities that connect and influence shoppers at relevant touch points along the journey, whatever mindset they're in, from browsing or building a basket to completing a shop

3 Harness the power of online and offline data - our solutions align media to user experience to create a seamless, targeted message that enhances the customer experience and drives actionable and measurable results both online and in-store for retailers and brands alike

CONNECTING THE E-COMMERCE CUSTOMER JOURNEY

E-COMMERCE MEDIA
- AT HOME
- BUILDING A BASKET
- ON THE GO
- RESEARCHING

OFFSITE DIGITAL MEDIA
- AT HOME
- BROWSING
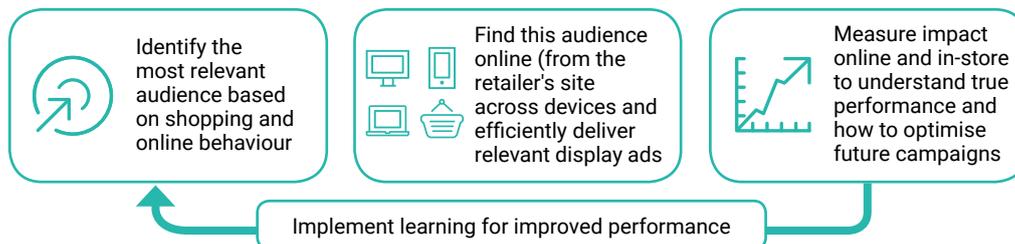- ON THE GO

IN STORE

Why dunnhumby media?

We have proven experience and strong results in transforming e-commerce platforms for global retailers. Applying insight to activation, our clients benefit from:

1. **Creating a portfolio of digital opportunities** (native, brand, coupons) that support and align to trade and brand plans, improve customer user experience and generate new revenue streams

2. **Targeting shoppers with relevant messages** using market-leading analytics and unique customer data science expertise in targeting and measurement

3. **Engaging shoppers** at relevant points of the online customer journey and mindset, from browsing to buying

4. **Delivering measurable results** by connecting e-commerce and offsite channels through programmatic real-time bidding capability by Sociomantic

5. **Measuring behaviour and outcomes**, not outputs and claims through "closed loop" insight connecting every stage of the journey

6. **Unlocking and maximising the potential of data** generated from e-commerce platforms

How it works

We work together with retailers and brands to deliver high performance digital media:

- **Identify the most relevant audience** based on shopping and online behaviour
- **Find this audience online** (from the retailer's site across devices and efficiently deliver relevant display ads
- **Measure impact** online and in-store to understand true performance and how to optimise future campaigns

Implement learning for improved performance

ABOUT DUNNHUMBY

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 Data 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.

Connect with us to start the conversation **dunnhumby.com**