



Point-Of-Sale Media

Leverage insight-driven strategies to help customers navigate stores

What We Do

80% of shoppers were influenced by in-store media to purchase one or more products on their last shopping trip.* The in-store decision rate for supermarket shoppers is 76%.** This represents a huge opportunity and a critical need to define successful point-of-sale strategies.

Grocery shoppers are focussed on the task of buying, not browsing. They want relevant information to help them save money, time and effort and ideally find new products and inspiration for meal ideas. Point-of-sale helps customers navigate the store; as well as being the last prompt-to-purchase the customer sees before choosing which product to buy.

dunnhumby media manages successful point-of-sale businesses in the UK, Ireland, Central Europe and Thailand. Our unique Customer Data Science helps us build the trust and confidence of brands.

Key Questions Answered



How can point-of-sale improve the customer experience, generate incremental revenue and optimise my stores' performance?



Am I maximising potential economies of scale on print and distribution costs?



How can I partner with brands to create memorable store events?



How can I manage inventory and occupancy levels?



How can I apply customer mindsets when considering creativity and innovation?



How can I optimise store networks for point-of-sale?



How can I make point-of-sale more relevant and helpful for my customers?



How can I monitor point-of-sale installation compliance in my stores?

How dunnhumby media helps you

We provide an end-to-end service from insight and planning to print and activation - underpinned by compliance and detailed evaluation.

- 1** Leverage our expertise and partnerships – working with you to identify event and trade priorities that suppliers can support; then aligning their brand objectives with your category objectives and customer action plans to build long-term loyalty
- 2** Harness the power of Customer Data Science – using everything we know about customers’ behaviours and attitudes, and your trade plans, we can help brands to activate their campaigns where and when they are most relevant – weaving their stories into the shopper journey, while supporting and amplifying your key objectives
- 3** Build connected media plans - combining point-of-sale with sampling, digital screens and other store media, we can create consistent, connected media packages that differentiate you from your competitors in the eyes of customers
- 4** Evaluate the performance – detailed evaluation and benchmarking of each campaign helps you further understand your customers and apply those learnings to the next activity
- 5** Evolve and innovate – to help improve return-on-investment, we can implement a test & learn approach with partner brands and apply customer insight, combined with global best practice, to constantly evolve and innovate

Robust research and evaluation as a point of difference:

BRAND EXPOSURE

- Impressions
- Reach
- Coverage
- Frequency

CUSTOMER PROFILING

- Demographic
- Lifestyle
- Loyalty
- Shopping habits

CUSTOMER ATTITUDES

- Unprompted & promoted recognition
- Purchase intent
- Creative appeal

CUSTOMER BEHAVIOUR

- Sales uplifts vs control
- Competitor switching
- Purchase weight and frequency
- Category share

Why dunnhumby media?

We have managed media campaigns for over 25 years – building trust with our customers by applying insight to activation.

- 1.** Market-leading analytics and unique Customer Data Science expertise in targeting, planning and measurement
- 2.** Creating best-in-class store activation that supports and aligns to trade and brand plans, improves customer experience and generates sales uplift
- 3.** Proven experience and strong results in transforming data assets into highly relevant communications
- 4.** Committed to understanding and driving performance; ensuring measurement and reporting is accurate and timely
- 5.** Always exploring new and innovative formats and mechanics to deliver the most relevant and memorable content to customers
- 6.** Extensive global media experience working with leading retailers and brands

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



UK CASE STUDY

A recent review of point-of-sale UK evaluations shows:

Every £1 spent

on a typical point-of-sale campaign generates a **£1.56** product uplift and a **£8.36** category uplift.*

*Source: 162 point-of-sale campaigns, 2017/18