



Sales impact

Measuring Twitter campaign effectiveness

What we do

Advertisers are continually looking for ways to more accurately measure the effectiveness of campaigns and understand the sales impact, both in-store and online, to help inform budget optimisation both within and across channels.

dunnhumby media helps brands to create exceptional customer experiences and our digital media measurement capability across a range of channels is critical to this. We've formed partnerships with key media players to build upon and advance marketing measurement techniques.

Our innovative partnerships help brands understand the real impact of a campaign and quantify how their investment translates into real value.



Working with Twitter

Our partnership with Twitter delivers a powerful combination of matching actual advertising exposure to actual shopping behaviour to help brands understand the effectiveness of campaigns. **The dunnhumby media Sales Impact solution for Twitter means marketers can optimise their investment for what drives sales, helping them increase the relevance of the advertising that is served to customers.**

Key questions answered



What was the sales impact of my campaign?



What was the impact online versus in-store?



Which broad demographics and execution levers (e.g. frequency) drove most optimal performance?



How did different shopper groups perform within my campaign i.e. existing versus new buyers?



How did individual SKUs contribute to campaign performance?

How our media works

Working with Twitter, we deliver a robust campaign measurement solution using actual shopping data. The scale of the dunnhumby and Twitter datasets means that we can offer detailed insight on the performance of campaigns on Twitter. Brands can identify the key drivers of uplift in a campaign based on a number of dimensions such as frequency, as well as the shopper group responding.



Planning together - all measurement begins with setting the campaign and measurement objectives



Leverages actual ad exposure and shopping data; the starting point is a check on campaign feasibility followed by a 3-point data match using Acxiom to securely match data sets for campaign analysis



Measures performance across desktop and mobile; test and control methodology allows accurate evaluation of campaign impact



Captures customer behaviours both in-store and online; analysing the sales uplift of exposure to the campaign

The key stages for measuring sales impact



Why dunnhumby media for media partnerships?

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 and measurement
- 2. Extensive global media experience** working with leading retailers, brands and partners
- 3. Committed to understanding and driving performance**; ensuring measurement and reporting is accurate and timely, as well as implementing an ongoing test and learn approach
- 4. Delivering the cutting-edge in computer science, artificial intelligence and machine learning techniques** with over 500 data analysts and scientists and partnering with leading academic institutes
- 5. Continuously innovating and investing** in finding new and better ways to personalise customer interactions
- 6. We bring a collaborative and transparent** working style to our client and partner relationships

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

