



Digital screen media in stores

Bring your brand to life with the latest technology

What we do

Digital screen hardware and technology is rapidly evolving, along with software applications and content management systems. With so much innovation and potential capital cost to consider, how can you successfully navigate and identify the best solutions for your business?

dunnhumby media has extensive experience managing campaigns on digital screens at stores for brands in the UK, Ireland and Thailand. Starting with customer experience, we partner with industry specialists to provide an incremental revenue stream for retailers and explore the latest technologies to build global best practice.

Key questions answered



What digital screen experiences would my customers most value?



What are the practical considerations for installing and maintaining in-store digital screens?



With the rapid pace of innovation in digital screen technology, how can I remain agile and ahead of the curve?



How can I use the latest technology to showcase my brand and bring it to life?



How can I interact with customers in store via their mobile phone digital screens?



How can I ensure my content is relevant and helpful to my customers?

How dunnhumby media helps you

We work with digital signage specialists to identify the best options for retailers and brands. We apply our customer insight to optimise the effectiveness of networks and campaigns and support you throughout the process from planning to evaluation.

- 1 HARNESS THE POWER OF CUSTOMER DATA SCIENCE:** using our robust planning tools, we can help you define the right audience and identify the most relevant stores and efficient times of day.
- 2 OPTIMISE THE SCHEDULING AND CREATIVE CONTENT:** using case studies we can advise on the effectiveness of share-of-voice and dynamic content.
- 3 IDENTIFY THE MOST RELEVANT LOCATIONS:** combining our customer insight with roadside poster location data, we can map areas where your customers are mostly to shop, work and live.
- 4 EVALUATE THE PERFORMANCE:** understanding the impact of campaigns as part of a wider connected media package.
- 5 LEVERAGE OUR EXPERTISE AND PARTNERSHIPS:** working with digital screen specialists from global organisations to agile innovators to explore fresh ideas and evolve the customer experience.

Key benefits you can expect

- **Extend your reach and relevance** - screens at store entrances maximise your total audience, whilst in-aisle screens support specific customer needs and mindsets
- **Drive engagement and sales** - timely, relevant, animated, dynamic content helps customers make informed decisions
- **Improve the customer experience** - user-generated product reviews, downloadable content and gamification rewards customer interaction
- **Better understand your customers** - interactions with touch-screens can be reviewed on real-time dashboards; customer surveys and anonymised data on gender, age and in-store customer flows can also add to your understanding

Why dunnhumby media?

Building trust with our customers by applying insight to activation, we've helped retailers and brands deliver digital screen campaigns to millions of shoppers.

- 1. Pioneers in Customer-First and market-leading analytics** - weaving data and science to create connected and relevant experiences for your customers
- 2. Creating best-in-class digital screens campaigns** that support and align to trade and brand plans, improve customer experience and generate 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 as well as implementing an ongoing test and learn approach
- 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



Cesar case study

Partnering with JCDcaux and Tesco, dog food brand Cesar delivered a digital screen campaign to promote a new gourmet range across stores in the UK.

- 225** Stores with a 'SmartScreen' at their entrance
- 15%** Share-of-voice per hour
- 3.24M** Customers reached an average 2.9 times
- +10%** Sales uplift during the campaign
- +4%** Sales uplift post-campaign