



Direct Marketing

Put measurable marketing at the centre of your media plan

What we do

At a time where competition for consumers' attention is higher than ever, it's even more important that you reach the right customers through the right channel with the right message.

dunnhumby media helps retailers and advertisers with their direct marketing campaigns. A super targeted approach based on shopping behaviour ensures relevancy, ultimately driving sales, uplift and customer loyalty.

Both our targeting and creative work are developed in-house to create bespoke direct marketing suited to your objective.

Key Strategic Objectives

We support retailers and brands across a range of objectives:



EDUCATION:
I need to educate customers about how to use my product



RE-ENGAGE:
I need to re-engage lapsed customers



NEW PRODUCT DEVELOPMENT:
I have a new product to talk to customers about



CHANGE:
My product has changed and I want to let customers know



REWARD:
I want to reward relevant customers



EVENT SUPPORT:
I want to raise awareness and drive footfall

How dunnhumby media helps you

At dunnhumby media, we create data-led, tailor-made and highly measurable direct marketing. Working with you across the entire campaign process to:

- 1 PLAN:** A collaborative approach to building the right campaign for your objectives.
- 2 TARGET:** Using unique customer data science expertise in targeting, driven through a personalisation engine, you can define the right audience and reach the exact customer you need to in a relevant, personal way.
- 3 DESIGN:** In-house design support available to deliver bespoke direct mail (DM) creative tailored to the brand, category and customer. From scented and pop-up mailers to booklets, sample packs and postcards, as well as print production and postal services.
- 4 EVALUATE:** Detailed evaluation of each campaign helps you to further understand your customers. We look at metrics like coupon performance, business impact (pre and post campaign period), sales uplift, repeat purchase rate, brand spend and penetration as well as qualitative data collected through our Shopper Thoughts™ panel.

Key benefits you can expect

- Generate loyalty uplift and retention – surprise, delight and reward customers
- Increase shopper visits – motivate customers to go in-store or online with coupons, great offers and raised product awareness
- Optimise efficiencies and sales – DM and email are effective channels to drive sales and uplift
- Drive engagement – engage prospective, lapsed or lapsing customers
- Improve the customer experience – send relevant communications about products or offers to the right audience

Why dunnhumby media?

Building loyalty with our customers by applying insight to activation, we've helped retailers and brands deliver direct marketing to millions of households.

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 direct marketing 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



CASE STUDY

Coop Norge

Applying strategic planning, personalisation science, end-to-end activation and measurement, the campaign engaged with the most relevant customers (online and offline) to maintain and reward loyalty as well as drive store visits.

- 700,000** customers targeted with 6 personalised offers
- 45%** participation
- 32%** redemption rates on offers
- +2%** like-for-like sales uplift
- 4:1** SCR (sales conversion rate)