



Planning, targeting & measuring TV with Sky

What we do

Advertisers are continually looking for ways to more accurately plan, target and measure the effectiveness of campaigns to help optimise media spend across and within channels.

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

Our innovative partnerships help brands plan media more effectively, reach more relevant audiences, and understand the impact of a campaign by quantifying how their investment translates into real value.



Working with Sky

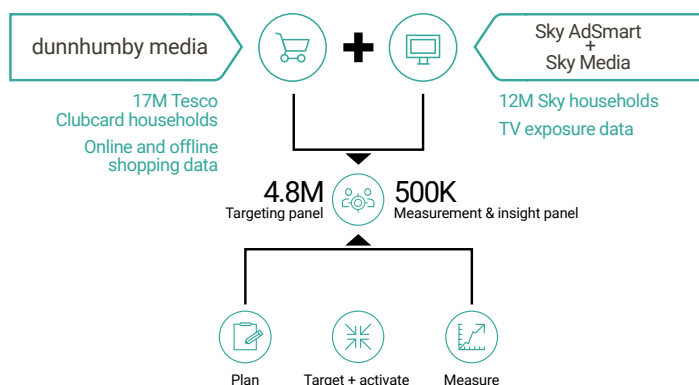
Our partnership with Sky helps brands effectively plan, target and measure their TV activity. Joining our respective datasets means that we can link what you see with what you buy.



Unique insights through Sky Analytics to help plan, evaluate and optimise your linear TV spend



Powerful targeting capability through Sky AdSmart that enables brands to reach relevant purchase-based audiences, delivered across a network of channels and on-demand TV, all of which is measured to understand the resulting impact and inform optimisation of future campaigns



How it works



PLANNING

Viewing reports based on behaviourally defined household groups enable FMCG brands to cut wastage of their TV media spend and optimise TV investment. The viewing report identifies:

- Conversion of each purchase-based household group, indexed versus housewives (at household level)
- Viewing behaviour of each purchase-based household group by sales house, channel, daypart, day of week, genre and programme



TARGETING & ACTIVATION

Using online and offline Tesco shopping data to efficiently target customers via Sky AdSmart based on their purchase behaviour.

- What is the most relevant purchase-based audience built on brand objectives?
- Delivery of the TV ad to only these targeted households across a network of channels and on-demand
- AdSmart evaluation includes a campaign delivery report, as well as an understanding of the sales impact including demographics and shopper group performance



MEASURE

Working with Sky we deliver a campaign measurement solution using actual shopping data to analyse the behaviour of households who have been exposed to TV advertising versus those who have not.

- Which households were and were not exposed to the campaign?
- For the exposed and unexposed groups, which households went on to buy the advertised product?
- What was the uplift in sales for exposed versus unexposed groups?
- What was the frequency of exposure versus sale effect?
- Which groups are driving sales, e.g. new brand buyers?
- Which channels and programmes were the most / least effective?



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