



# Programmatic Media

Personalised display advertising solutions for better customer experience and sales uplift

## What We Do

Technology has transformed how customers and retailers interact with each other, yet in-store visits remain a key element for mainstream retailers to build a successful customer strategy. The need to combine data from multiple touchpoints (online and offline) to understand customer behaviour has become crucial to deliver an exceptional customer experience.

**dunnhumby media brings together online and offline customer data and market-leading technology to deliver personalised campaigns with measurable and actionable results.**



## Key Challenges

For leading advertisers and omni-channel retailers, the key challenges are how to:



Use data from offline shopping behaviour to expand online advertising activity



Measure true sales value impact from digital marketing campaigns



Decrease online media wastage



Monetise the audience



Stand out from the crowd and grow core revenue with effective advertising

# How dunnhumby media helps you

dunnhumby media through Sociomantic technology enables the world's leading advertisers and retailers to harness the value of CRM and other first-party data assets delivering individually personalised ads for every stage of the customer lifecycle.

- 1 Drive sales growth:** Increasing engagement, loyalty and sales within your audience creates value and drives sustainable business growth.
- 2 Build better relationships with brands:** Enabling brands to advertise to highly targeted audiences provides a unique opportunity to strengthen your relationship as well as open up a new channel for monetisation as a data provider.
- 3 Improve your relationship with customers:** Delight customers with a data-driven personalised shopping experience and guiding them through the buying process: from discovering new products, to receiving a special offer tailored to them.



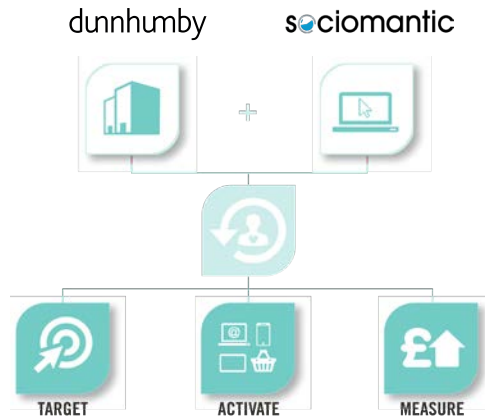
## Why dunnhumby media?

Our personalised media platform enables you to create value and to set smarter strategies that drive sustainable business growth.

- 1. Unique capabilities of connecting customer data** across channels (online and offline) and devices to create a holistic view of and experience for the customer
- 2. Efficient and precise advertising** with hundreds of targeting combinations both audience and exposure related, as well as test and learn options to generate insights and make you smarter with every campaign
- 3. Banner creation expertise** to deliver the right personalised message to customers
- 4. Global access to brand safe, quality checked media inventory** to reach your customers at scale
- 5. Full service and end-to-end campaign management** from the commercial, creative and technical side to support growing your core revenue as well as opening up additional monetisation opportunities
- 6. Real-time reporting capabilities and online/offline measurement** to provide the tangible and true impact from your campaigns

## How it works

Our proprietary platform will enable you to target the right audience, with the right message at the right time. With integrated prospecting, promotional, retargeting and loyalty campaigns, you can reach your audience with an approach that matches their lifecycle stage, so you are constantly growing their lifetime value.



## TESCO UK CASE STUDY

To optimise digital media personalisation and measurement by using data from offline shopping behaviour to expand re-targeting activity, decrease programmatic media wastage and measure true sales impact.

- 2M** Households reached over the year
- +7%** Category sales uplift measure in-store and online
- 4:1** Sales to cost (SCR)

## WORKING TOGETHER WE'LL HELP

1. Define your media strategy across full funnel
2. Set brand objectives, targets and budgets for each campaign
3. Identify the most suitable audience segments to reach goals
4. Deliver ads across publisher inventory relevant to your tailored audience
5. Provide campaign reporting and learnings for the next campaigns

## 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](https://dunnhumby.com)