



Digital Offsite

Programmatic advertising for today's omnichannel retailer

Increased incremental revenue and engagement – that's what retailers can expect when they combine market-leading programmatic technology, best-in-class media inventory with rich first-party data.

Our solution can help you to deliver personalised ads to Customers as they move across screens and platforms by delivering the most relevant message to the right person, at the right time.

By partnering with us, we'll help unlock a lucrative additional source of advertising revenue across thousands of CPG brands while optimising campaigns for maximum sales uplift.

RETAILER

Key challenges and questions

Stifled by low growth, advertisers are increasingly shifting their combined \$333.25 billion in annual marketing spend into digital advertising from more traditional channels to achieve stronger results and to lower their costs.

Rapid changes to Customers digital consumption is transforming advertising. The top priority is to find ways to navigate the media landscape by presenting Customers with unified messages that contribute to a cohesive brand experience across every touchpoint.

With millions of shoppers entering their stores each month and with past data about their purchases and product interests, Retailers offer significant advantages for programmatic advertising that directly correlates to sales performance.

However, for many retailers, their programmatic ad revenues are tiny or non-existent because they have yet to tackle the problem of monetising their data.

Enhance customer loyalty and brand perception:

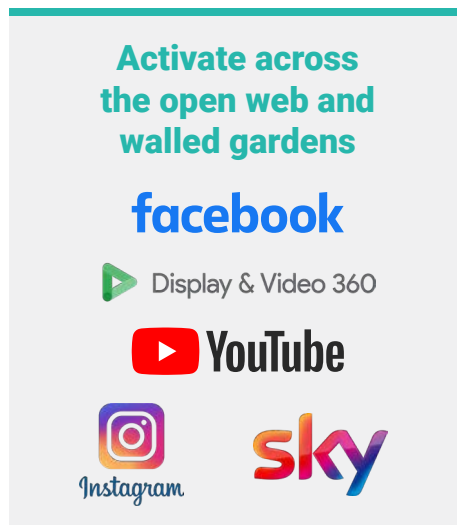
- How do I identify Customers with a high likeliness to convert after ad exposure?
- How do I power highly personalised product recommendations to Customers?
- How do I engage valuable prospective Customers across channel (display, native, video) and device (desktop, mobile)?

Improve like-for-like sales:

- How do I re-engage shoppers who showed interest in a product but left the website without purchasing it?
- How do I target selected shopper segments with high purchase intent?
- How do I target members of a loyalty programme with personalised offers and coupons?

Increase return-on-investment:

- How can I execute offsite campaigns that are funded by suppliers?
- How can I create new revenue streams by strategically monetizing customer data while enhancing the customer experience?
- How do I accurately attribute performance across every offsite touchpoint in real-time?



What we offer to solve these challenges

We offer the audience targeting and attribution capabilities to enable automatic programmatic buying and creative decisions on an impression-by-impression basis. In addition, our extensive partnerships across a variety of Supply Side Platforms (SSP) and walled gardens provide maximum audience reach.

- **Drive marketing efficiencies** by targeting highly qualified audiences from upper-funnel discovery right through to conversion for sustainable revenue growth.
- **Monetise your data** with CPG manufacturers by executing campaigns that achieve Shopper and Brand marketing goals.
- **Demonstrate ROI** by leveraging in-flight sales accurately attributing results by matching online profiles with store and online purchases.
- **Sell and service CPGs and agencies** with integrated sales and ad operations support.

Our Retail Media offering provides an end-to-end solution:



Shopper Insights:

Better understand Customer behaviour to inform media plans that fosters collaboration with advertisers and drives your growth strategy.



Customer Data Science:

Target shoppers that are ready to buy and ensure that all communications are relevant and frequency capped across all channels.



Media Delivery:

Leverage an integrated technology stack to run and deliver campaigns across all channels for a connected customer journey.



Client Services and Ad Ops:

One client service team to share knowledge and insights, steering what is planned and delivered to amplify trade plans.

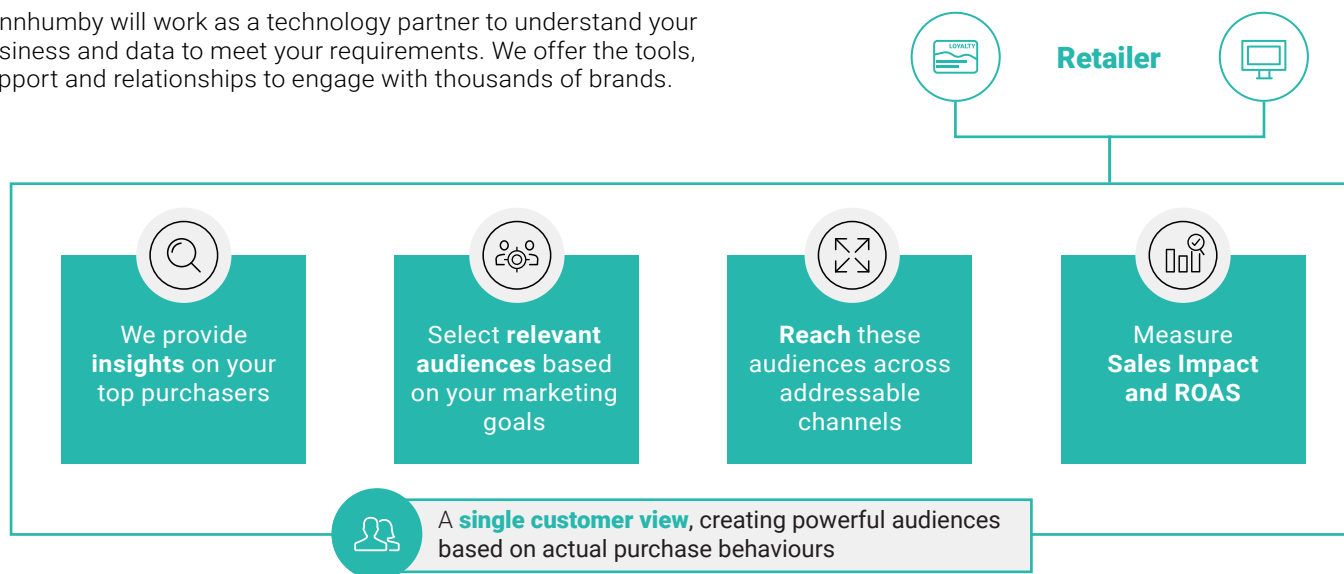


Sales and Partnerships:

Earn ancillary revenue through a dedicated sales and partnership team and our direct relationships with CPGs and agencies.

How it works

dunnhumby will work as a technology partner to understand your business and data to meet your requirements. We offer the tools, support and relationships to engage with thousands of brands.



dunnhumby offers a range of Offsite Media solutions to meet all your display requirements:



Shopper Audiences

Target specifically selected shopper segments who've exhibited high-purchase intent by using online and loyalty program data.



Grocery DSP

Target members of a loyalty program with personalised offers and coupons based on dunnhumby's data science.

We provide an end-to-end solution from audience segmentation to measurement:



Insight

Understand who your top purchasers are and your potential for growth, embedding insights across the entire media planning process.



Planning

Get access to a range of media packages that support each stage of the marketing funnel to increase Reach, Engagement and Sales.



Audience Builder

Build your target audience and forecast campaign reach including suppression and match rate.



Activation

Activate campaigns across a variety of channels across the open web and walled gardens.



Optimise

Ensure adherence to brand safety guidelines and constantly optimise results based on your pre-selected campaign goals.



Measurement

Monitor results mid – end – post campaign by measuring conversion and sales uplift online and in-store.

Return on investment you can expect

dunnhumby provides full-service campaign management from the commercial, creative and technical side to support growing your core revenue as well as opening additional monetisation opportunities.

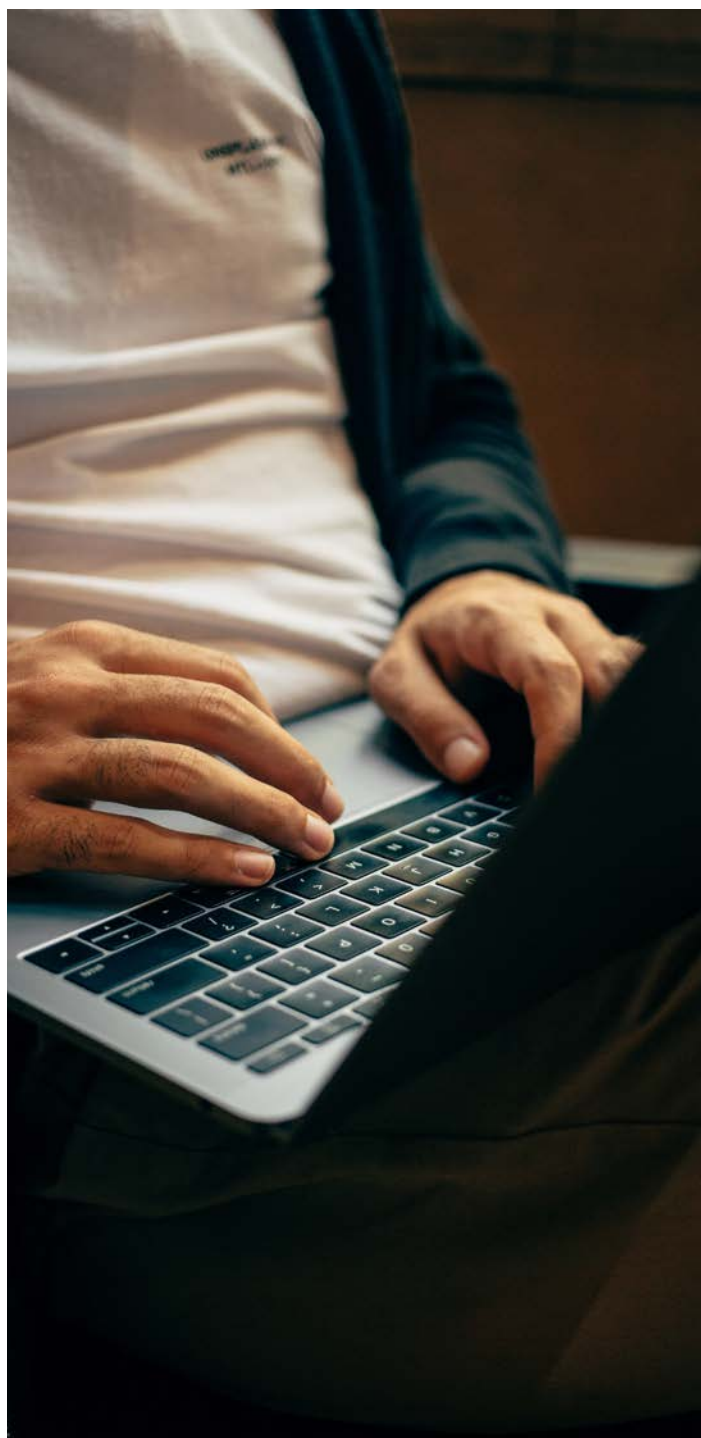
- **Improve your relationship with customers** with a data-driven personalised shopping experience from discovering new products, to receiving a special offer tailored to them.
- **Drive sales** by increasing engagement and loyalty amongst your Customers for sustainable business growth.
- **Grow advertising revenues** by providing precision targeting outside your physical and digital retail estate to capture Shopper and Brand advertising spend.

How effective is it?

A leading alcohol brand

Using dunnhumby's offsite media solutions, a leading alcohol brand drove sales by using high impact targeted display to increase loyalty by engaging with existing and lapsed buyers that resulted in generating a £13:1 return on ad spend (ROAS).

- **4.8m impressions** delivered
- **426K households** reached
- **33%** of exposed households bought into the brand
- **2300 incremental households** added the product to their 'favourites'



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.

Contact us to start the conversation: dunnhumby.com