

Digital Onsite

Monetise your digital shelf space

dunnhumby's Digital Onsite solution can help you create value from your existing digital retail estate, and deliver on your shopper needs using our world-class Customer Data Science and measurement solutions.

Grocery e-Commerce platforms are becoming a focus for consumer packaged goods (CPG) manufacturers and media agencies, and retailers are waking up to the realisation that they can fuel both their bottom line and growth aspirations by extracting value from their data and media assets through digital advertising.

Turn your online retailer websites into highly targeted and revenue-generating digital advertising platforms, and in the process, better capture and influence shoppers right at the point of making a purchase.

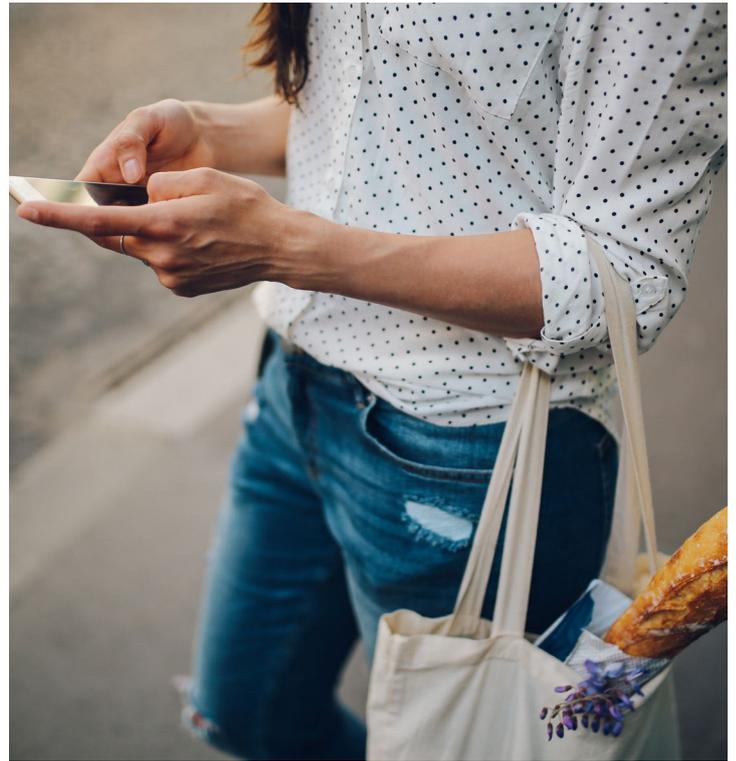
RETAILER

Key challenges and questions

Today, more Customers than ever start their journey online and end up in a store or making a purchase online. In fact, global web sales approached \$3 trillion in 2018, increasing online sales share of total retail sales to 15%.¹ It is no wonder then that online grocery is one of the fastest-growing segments within the sector.

Yet, selling online means taking on additional costs - in labour, delivery vans, and fuel. Maintaining profitability in the face of high operational and online fulfilment costs can often feel like an unattainable goal. Part of the solution lies in the continuing and growing shift of trade budgets towards onsite media. Grabbing a slice of the \$327billion of digital ad spend is one way to offset costs and sharpen profits ².

Retailers recognise they need to be smarter about how they compete for the attention and loyalty of Customers who can drift effortlessly in and out of webstores. Onsite advertising can help by inspiring Customers close to the point of purchase, generating loyalty through 'favourites' shopping, and being more flexible than the brick-and-mortar equivalent of printing POS materials.



Enhance customer loyalty and brand perception:

- How do I provide the necessary data science to deliver personalised promotions?
- How can I support Customers by helping them complete their shopping more quickly and easily?
- How can I help Customers find more of the products they may be interested in?

Improve like-for-like sales:

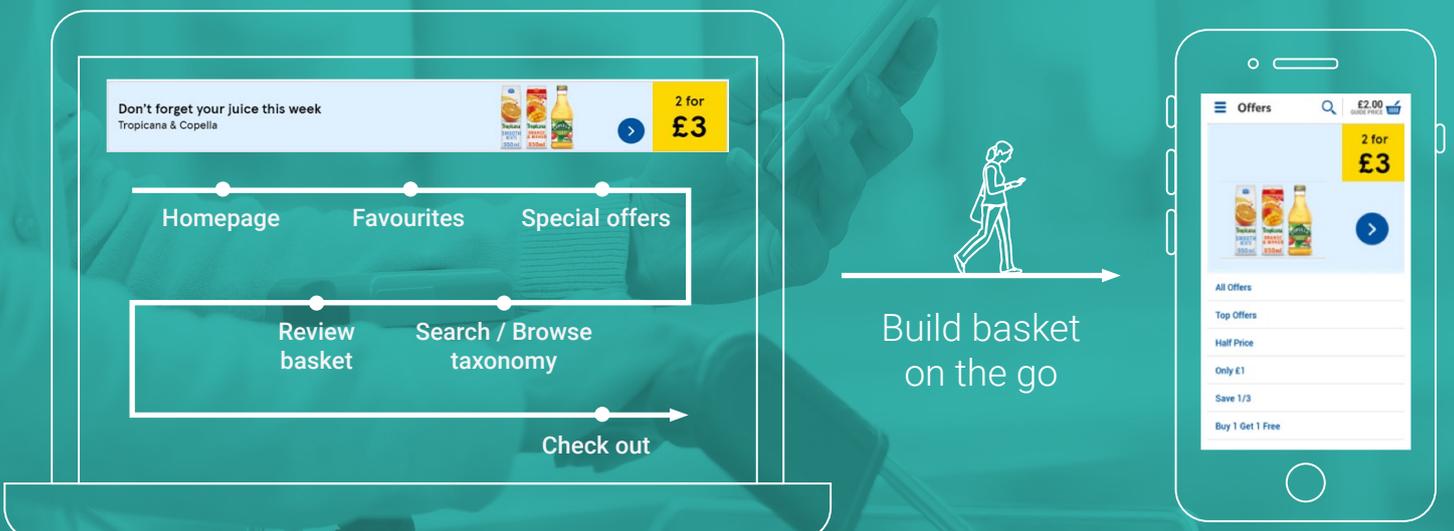
- How do I effectively align trade plans with advertising spend to achieve my growth goals?
- How can I connect with and influence shoppers at relevant touch points along the online shopper journey?
- How can I influence shopping behaviours online to sustainably grow basket size and spend?

Increase return-on-investment:

- How do I fund the offers I promote over my e-Commerce platforms with a base of suppliers?
- How do I employ insight to achieve my marketing goals?
- How do I provide a full evaluation of each campaign to improve the effectiveness of advertising over time?

1. <https://www.digitalcommerce360.com/article/global-ecommerce-sales/>
 2. eMarketer, Global Ad Spending Update (Nov 2018)

Onsite Media supports shopping journeys across display media



What we offer to solve these challenges

Digital Onsite is a fully managed service that can be deployed across all your e-commerce touchpoints from websites to apps to help drive awareness, inform customers and prompt impulse buys.

- **Determine your strategic focus for onsite advertising** by using customer insight across your website and app assets.
- **Deploy and optimise all media campaigns** throughout your entire digital estate using our tools and support.
- Execute campaigns with advertising **solutions that support all onsite touchpoints** driven by relevancy engine optimisation.
- **Demonstrate ROI** by accurately attributing results between on and offline channels to determine sales uplift.
- **Sell and service CPGs and agencies** with integrated sales and ad operations support.

Our media solutions provide 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.



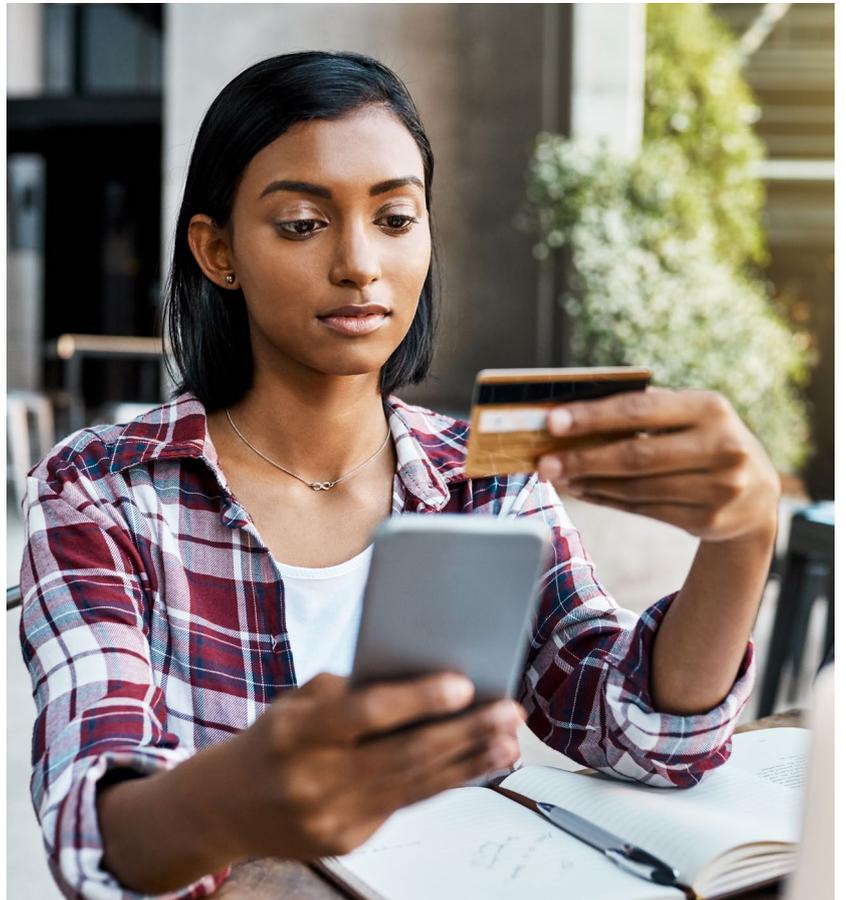
Sales and Partnerships:

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

Return on investment you can expect

dunnhumby empowers online retailers to manage their eCommerce media and monetise their traffic.

- **Improve your relationships with customers** with ads that can help guide, inspire, promote and make shopping easier by showcasing the products they want and buy.
- **Drive sales** by offering native, non-interruptive advertising to your Customers promoting relevant products where and when it matters most.
- **Grow advertising revenues** by bringing value to your brand partners, enabling them to take advantage of your data and promote their products across your digital retail estate.



How it works

dunnhumby will work as a technology partner to understand your business and data needs to meet your requirements. We offer the tools, support and relationships to engage with thousands of brands. Our technology roadmap is being constantly updated and optimised by adding new onsite advertising functionality.



Here are some of the different ad types and touchpoints we support:



Homepage banners

Advertise at the start of a Customer journey.



Favourites

Showcase products that Customers' normally buy.



Search

Inspire Customers with contextually relevant adverts as they search.



Special offers

Help Customers find your products and promotional deals.



Basket

At the point of checkout, remind Customers about possible forgotten items.



Checkout

Reengage with your customers once they have made their purchase.

How effective is it?

A leading global laundry brand

By using dunnhumby's Digital Onsite solution, a leading global laundry brand was able to increase like-for-like sales by **8%** and achieve a return on ad spend of **£11:£1**.



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