



Direct Marketing

Encourage repeat shopping for greater loyalty

Direct Marketing helps retailers to deliver data-led campaigns in an extremely personalised way. Using our world-class data science expertise, you can work with brand suppliers to deliver direct email marketing, coupons, and personalised offers.

Our solutions can help you to engage new, lapsed or lapsing customers and cut through the advertising clutter with a tangible experience that creates trust.

dunnhumby media can support you across the entire campaign process to deliver Direct Marketing campaigns that result in sales uplift and provide essential additional income from advertising revenue.

RETAILER

Key challenges and questions

Selling directly to Customers doesn't always translate to better brand experiences. An understanding of shoppers is required to ensure that any direct sales effort builds better relationships and sales.

Most retailers already have a Direct-to-Customer relationship, but it still requires a transformation to become a truly data-driven, digital-first business. If retailers lack the necessary insight, they will fail to offer the control that brand suppliers demand.

Retailers need to work out which Customer segments are most likely to buy – and why. That means not only acquiring data about their Customers product interests and purchasing habits but also making sense of it. By providing a complete picture of behaviour, they can help power the types of interactions that keep Customers coming back.




Direct Mail is Here to Stay



92%
of Marketers
expect the amount of direct mail sent next year to increase or remain the same.

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Drives Customer Purchase Behaviour and Intent



55%
Went to a Physical retail store

54%
Visited a website

45%
Indicated direct mail led to a purchase

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1. Xerox, 'Direct Mail: An Opportunity for Growth,' (2019).

Enhance customer loyalty and brand perception:

- How do I create campaigns that engage with prospective, lapsed or lapsing Customers at scale?
- How do I provide the necessary data science to deliver personalised promotions?
- How do I execute seamless campaigns across physical and email formats using personalised offers?

Improve like-for-like sales:

- How do I create offers that align to trade plans and match retailer's objectives?
- How can I ensure that Customers are receiving the right offers aligned to my objectives?
- How can I influence shopping behaviors to encourage shoppers to visit my store?

Increase return-on-investment:

- How do I fund my Direct Marketing activity with a base of suppliers?
- How do I employ insight to achieve optimal performance against my Shopper and Brand goals?
- How do I provide a full evaluation of each campaign to improve the effectiveness of advertising over time?



What we offer to solve these challenges

dunnhumby can support the commercialisation of your Direct Marketing by bringing together the data science and measurement capabilities needed to activate campaigns across thousands of CPG partners.

- **Target highly qualified prospects** and align the sales and marketing message using Customer insight and audience selection tools.
- Provide **effective fulfilment of campaigns** by accessing media capabilities and experts in programming, personalisation, fulfilment and distribution.
- Execute campaigns with **Direct Marketing solutions to encourage purchases**, repeat shopping, or trial of new products.
- **Demonstrate ROI and attribute sales** with pre- and post-campaign period as well as qualitative data collected through our Shopper Thoughts™ panel.
- **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 retailers to manage their direct media and help boost the results of your campaigns.

- **Improve your relationships with customers** with Direct Marketing that can help guide, inspire, promote and make shopping easier by show casing the products they want and buy.
- **Drive sales** by offering native, non-interruptive advertising to your highest intent Customers that promotes relevant products where and when it matters most.
- **Grow onsite 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 to meet your requirements. We offer the tools, support and relationships to engage with thousands of brands. We provide an end-to-end solution from audience segmentation to measurement.



dunnhumby offers a range of solutions to encourage repeat shopping, frequency of purchase or to trial new products on the next shopping trip.



Direct mail and eMail

Send personalised messages, offers and coupons via either mail or eMail based on loyalty data.



Coupons at till

Allows real-time analysis of a basket as it is scanned at the till, and offers coupons to the Customer based on a basket's contents.



Mobile messaging

Use SMS messaging to send exclusive offers, send discounts, announce product launches or enable customer loyalty programs.

How effective is it?

A Northern European Retailer

Applying strategic planning, personalisation science, end-to-end activation and measurement, dunnhumby helped Coop Norge to engage with their most important customers to drive more store visits:

700,000
Customers targeted
with 6 personalised ads

45%
Participation

32%
Redemption
rates on offer

+2%
Like-for-like sales uplift

4:1
SCR
(sales conversion rate)

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