



# Digital Onsite Sponsored Products

Showcase relevant and engaging products across your digital shelf space

While more Customers than ever are doing their grocery shopping online, more traffic doesn't necessarily mean more profits. Finding new ways to personalise and maximise the online opportunity has become a pressing priority. More than two thirds of people say convenience is the main reason they shop for groceries online, but an excellent Customer experience can be difficult to deliver when browsing means sifting through a website or app.

Sponsored Products is a key part of dunnhumby media's Digital Onsite solution, and enables Retailers to share relevant branded products with Customers in a non-intrusive way. By utilising data from a Customer's on- and offline purchasing history, Sponsored Products gives you the power to meet shopper expectations around personalised discovery while growing a sustainable revenue stream via a measurable and effective advertising platform.

## Our approach can help you:

### Enhance discoverability

Help make shopping easier and more engaging by showcasing relevant sponsored products.

### Increase Customer lifetime value

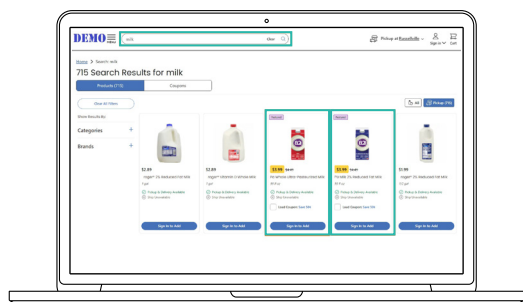
Drive basket value by making it easy for Customers to find and add new, complementary, and substitute products.

### Create incremental revenues

Attract investment from Brands and ad Agencies with sponsored listings that deliver demonstrable results against marketing goals.

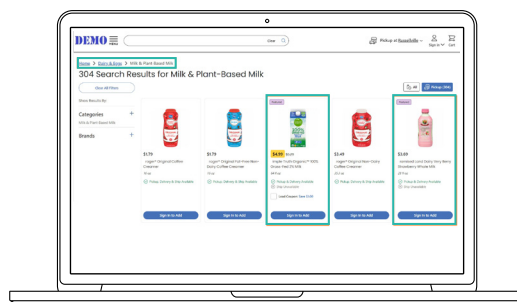
dunnhumby media

# Two ways to help unite Customers with Sponsored Products they want.



## Sponsored Search

The first is Sponsored Search, which matches sponsored products with keywords and surfaces relevant items at the forefront of a Customer's search results.



## Sponsored Recommenders

The second is Sponsored Recommenders, which displays relevant sponsored listings within specific sections of your site or app and product pages for upsell and cross sell opportunities.

## A scalable platform built on a flexible operating model

Sponsored Products is delivered via an easy-to-use platform that offers both self-service and assisted campaign booking and management through dunnhumby media support teams. The Sponsored Products portal allows Brands and Agencies to create auction-based campaigns that will bid for placements on your ecommerce channels based on pre-determined budget, category, and keyword criteria.

**In practice, Sponsored Products delivers on that capability by:**

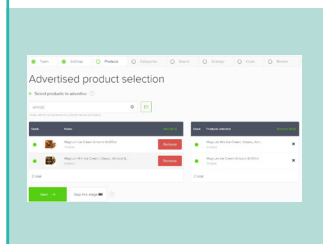
1

Collecting your transaction and product data, generating Customer-relevance scores for every item you sell.



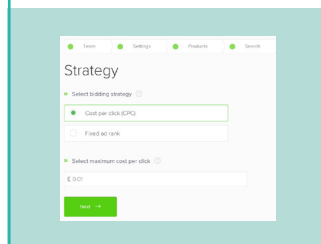
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Allowing you to define "business rules" that dictate where and how ads will be served, along with sub-type such as search, category, upsell and cross sell.



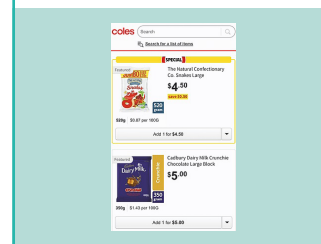
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Giving Brands and Advertisers the ability to log in to the platform and define campaign parameters such as keywords, budgets and bid prices.



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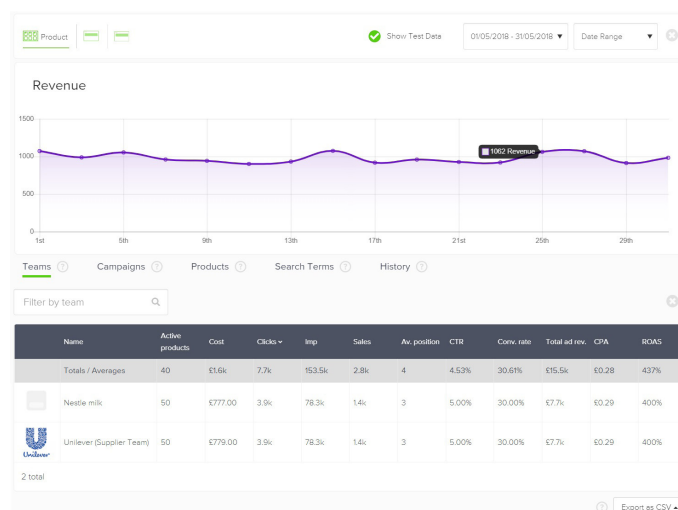
Delivering sponsored listings across your approved placement locations.



## Gain full accountability of ad spend

The reporting functionality within Sponsored Products gives Brands and Agencies the ability to measure campaign performance in real-time, allowing them to refine tactics and reallocate budget mid-flight.

Meanwhile, your own dashboards in Sponsored Products provide an intuitive look at advertiser spend and campaign performance, allowing you to manage and adapt your business rules as needed.

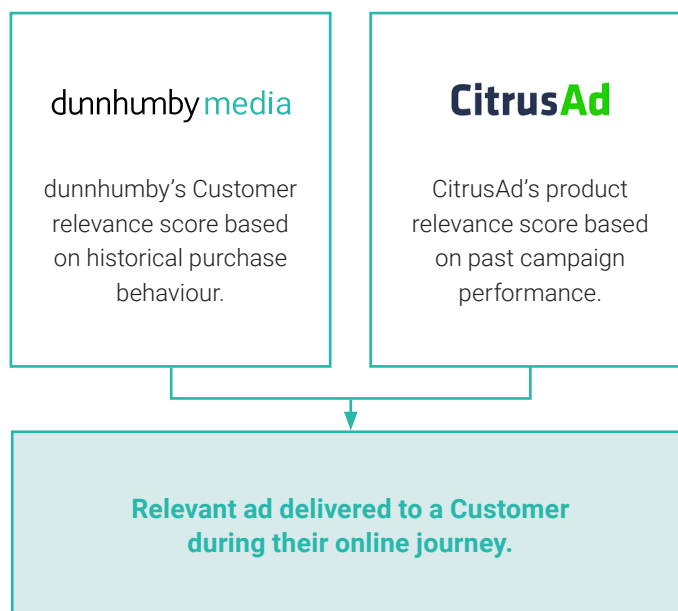


## Together, we deliver sustainable advertising performance and a better online experience

Sponsored Products is built on a partnership between dunnhumby media and CitrusAd, a leading supplier of auction-based advertising software. dunnhumby's Customer relevance is combined with CitrusAd's product relevance to ensure that each sponsored listing is delivered to the right audience as part of their online journey.

dunnhumby media's world-leading approach to Customer Data Science leverages on- and offline purchasing information to provide a comprehensive view of a product's relevance to a Customer. This helps to ensure that any items shown as part of a Sponsored Products listing are additive to the Customer experience, not obtrusive or distracting.

This information is then combined with CitrusAd's product relevance based on historical campaign performance. Products are evaluated based on their suitability within a specific context – keywords, or a specific category such as "frozen goods", for instance.





# Strike a perfect balance between Customer relevance and monetisation

By showcasing only those items with proven relevance to a Customer, Sponsored Products delivers benefits for shoppers, Brands, and Retailers alike.



**Relevance:** Create an exceptional shopping experience by helping Customers find new and exciting products with data-driven personalised discovery.



**Revenues:** Grow media revenues with Brands and Agencies and improve Customer lifetime value by encouraging additional product sales.



**Return on investment:** Provide Brand advertisers with a direct link between ad spend and sales, giving them the confidence to spend more with you.



## Why choose dunnhumby media?

For more than 30 years, dunnhumby has been at the forefront of helping Retailers and Brands build better connections with their Customers. We use insights based on actual behaviours to help our clients create Customer First media programmes that deliver exceptional Retail experiences that drive sustainable commercial growth.

**As well as our unparalleled data science expertise, our clients choose us for:**



### Our strong Retail relationships

We work with more than 75 of the world's largest Retailers, providing our Brand clients with valuable partnership opportunities.



### Our proven track record

We've helped some of the world's best-known consumer packaged goods companies achieve exceptional results in sales and loyalty.



### Our consultative approach

We offer no obligation consulting and fit around your objectives; we deliver against your challenges, not generic industry problems.

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