



Digital Offsite

Use Retailer data to engage high-intent Customers across the web

Programmatic may have changed the game for digital advertising, but the overall challenge remains the same. Wherever you advertise, whoever you advertise to, and however you spend your marketing budget, you still need to be confident that the decisions you make will ultimately translate into actual sales.

dunnhumby media's Digital Offsite solution takes the uncertainty out of your advertising strategy. Using Customer loyalty scheme data provided by leading Retailers, Digital Offsite gives you the power to deliver personalised ads to pre-qualified and high-intent Customers across the web and track the impact of that activity all the way back to purchase.

Our approach can help you:

Engage Customers with precision

Combining Retailer loyalty data with programmatic technology, Digital Offsite lets you deliver targeted and personalised ads.

Improve like-for-like sales

Engage Customers as they move from Retailer sites to other destinations, and turn interested browsers into committed buyers.

Maximise your return on ad spend

Close the loop between advertising spend and sales impact with powerful reporting that allows you to track the real effectiveness of your campaigns.

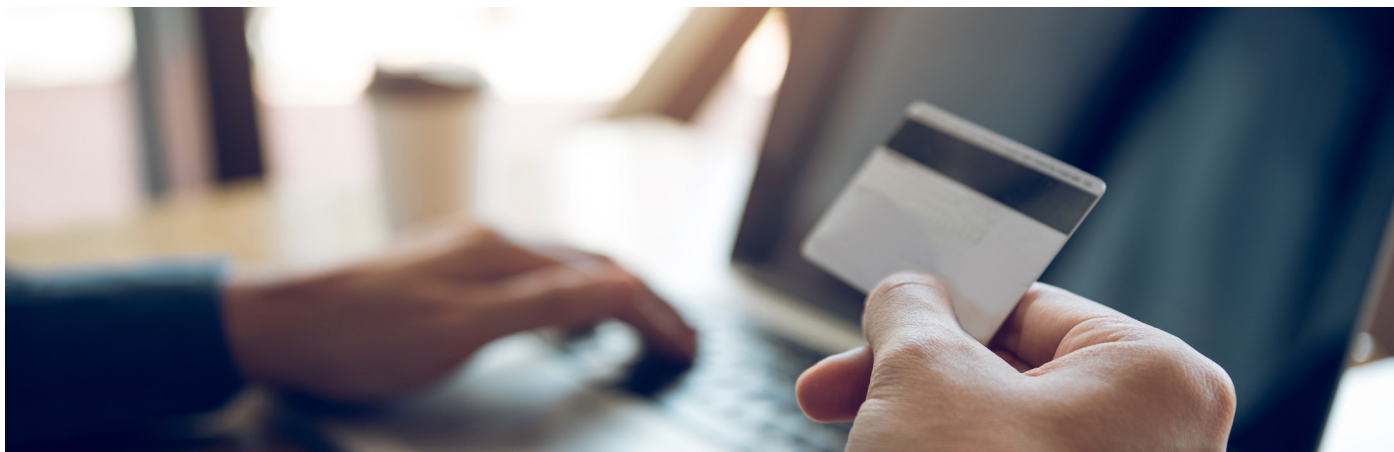
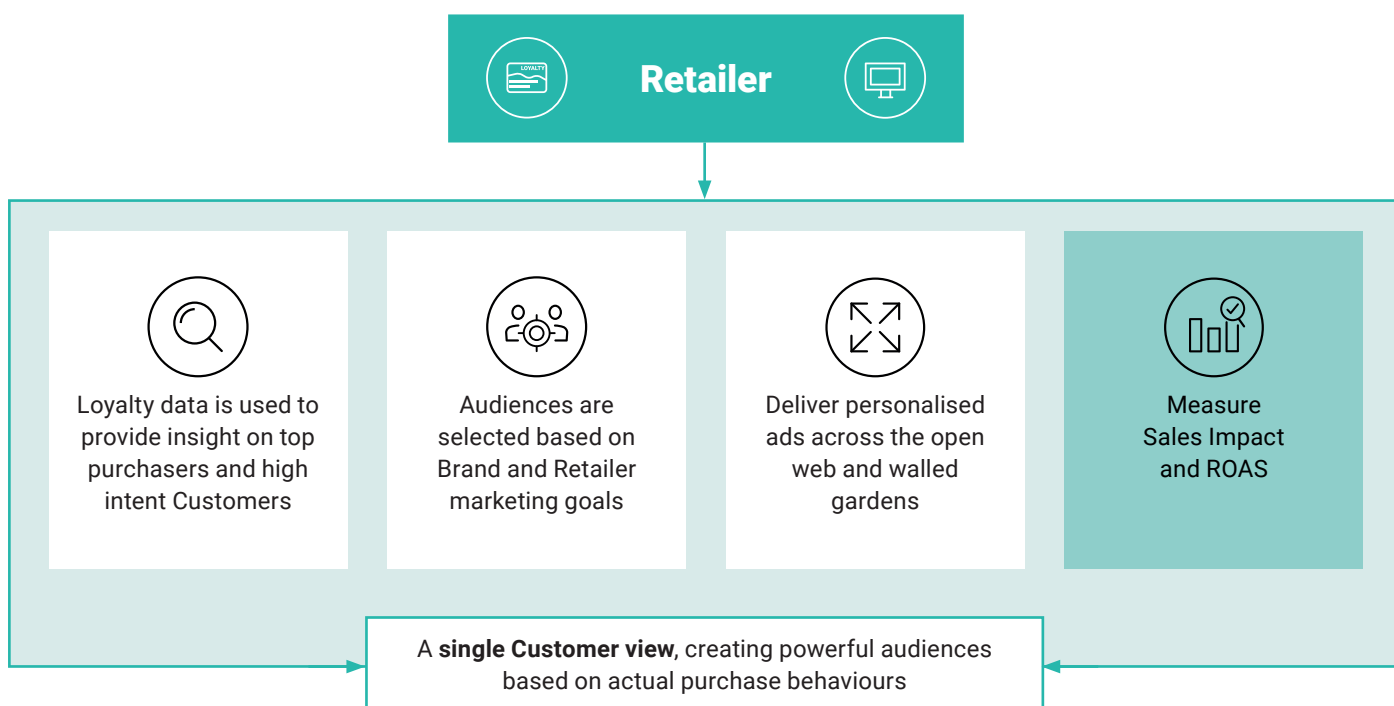
Get closer to your best Customers with first-class Retailer data

Thanks to the popularity of Customer loyalty schemes, not to mention surging use of grocery ecommerce sites, Retailers have never had more insight into the needs of shoppers than they do today. This data can be invaluable to Brand advertisers who want to ensure that their marketing spend has a demonstrable impact on their objectives – from awareness and acquisition, to sales, re-engagement, and more.

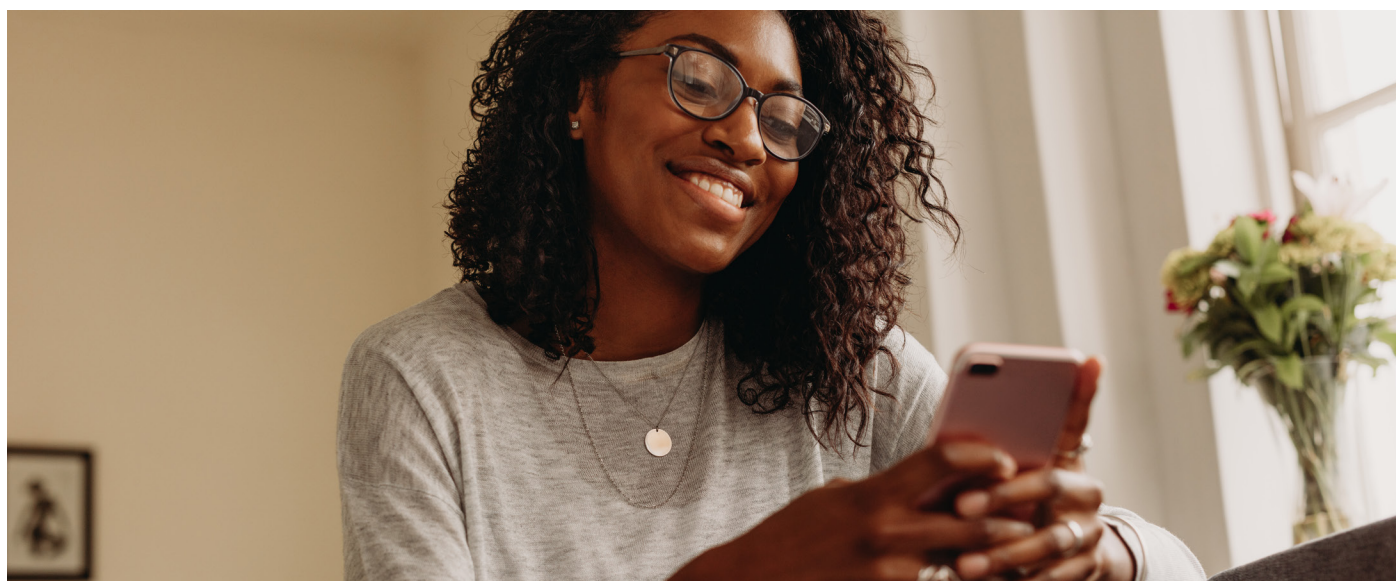
Using those same Retailer insights as its foundation, Digital Offsite from dunnhumby media combines world-class data science with advanced programmatic capabilities and enables Brands to deliver precision-targeted personalised ads to Customers across a multitude of digital channels. It helps you find the best Customers for your marketing objective and reach out to them across a broad range of Supply Side Platforms (SSPs) and walled gardens like Facebook, YouTube, and Google Display & Video 360.

Digital Offsite is everything you need to bridge the gap between advertising and sales, giving you the confidence you need to make the best decisions about your marketing spend.

How it works



Activate across the open web and walled gardens



facebook

Display & Video 360

YouTube

Instagram

sky

Drive sales and maximise return on advertising spend

By using Retailer loyalty data to identify, segment, and target specific audiences, Digital Offsite helps to ensure that the choices you make are always based on the best possible information. From upper-funnel discovery all the way through to conversion, our focus is on ensuring that you have the insight you need to reach the right Customers and make your marketing as effective and cost-efficient as possible.

Our powerful closed loop reporting uses in-flight sales data, allowing you to confidently and accurately match Customer profiles with online and instore purchasing. We give you everything you need to demonstrate your return on investment, arming you with the sales insight you need to make the case for additional marketing budget.

Our work in action

Using Digital Offsite, one leading alcohol brand achieved:

4.8m

Impressions
delivered

33%

Exposed
household buy-in

£13:1

Return on
advertising spend

2,300

Incremental additions
to 'Favourite' products



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 extensive reach

We help more than 1,000 consumer packaged goods Brands connect with the Retailers who can make a difference to their advertising.



Our ability to deliver

Our products and solutions have helped some of the world's leading Brands improve the impact of their marketing spend.



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