



# Digital Offsite

Enable CPGs to deliver highly targeted advertisements across the web

As a retailer, you're in a highly competitive environment. To keep from falling behind the competition, new profit streams are needed, and you recognise Customer data as a valuable and underexploited asset. Yet how do you take advantage of this in a sustainable way that protects Customer trust in your brand?

Digital Offsite enables highly effective targeting of CPG-funded advertisements across the open web and social media, meeting Customer expectations of high advertising relevance. Advertisements can be delivered to highly targeted audiences, based on retailer loyalty card data and dunnhumby's cutting edge data science. This enables retailers to offer a unique proposition to CPGs – online advertising delivered to the right audience, combined with offline purchase data to provide robust attribution and insights.

## Our approach can help you:

### Attract investment from brands

Give suppliers a clear reason to invest their ad budgets with you by helping them reach key Customers across the web

### Safeguard Customer Trust

Ensure adverts are delivered in brand safe locations, and feature only trusted brands that you already stock.

### Meet your own marketing goals

Drive incremental sales, increase basket sizes, and boost both online traffic and store visits

# Unleash the true potential of your data, whilst putting the Customer First

With millions of shoppers passing through grocery websites and stores every month, retailers with loyalty card programmes have access to Customer insights at an incredible scale. In the same way that these insights can power highly relevant advertising within a retailer's website, the same insights can also enable personalised ads across the open web and social channels, delivering much greater reach and frequency.

dunnhumby's Digital Offsite solution gives you confidence that you can monetise your data and insights, while putting the Customer First. Adverts are run across leading sites and platforms, using brand safety tools to ensure sensitive placement, and the adverts themselves feature trusted brands that you already stock. When it comes to data safety, you can leverage dunnhumby's expertise in Customer data safety best practice to maintain the highest standards.

Enable more relevant advertising, tap into CPG media budgets, and meet your own marketing goals – all with Digital Offsite.

## Reach Customers across the open web and social media

Create a better experience for shoppers and drive more sales by leveraging in-depth Customer insights to personalise display and video advertisements across a range of publishers and walled gardens.



### Open web

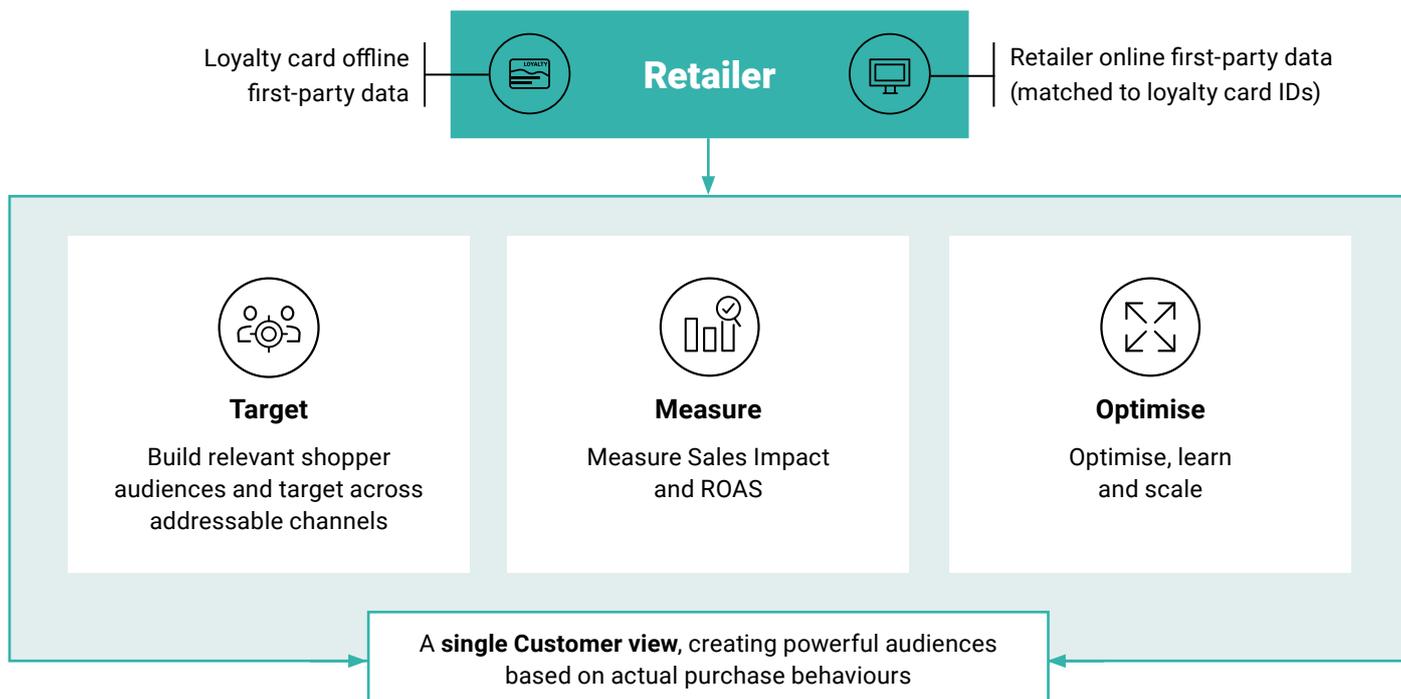
Advertise effectively across the massive scale of the open web across our network of high-quality publishers



### Social media

Engage audiences on Facebook, Instagram and YouTube with the most effective messages for them.

## How it works



## Activate across the open web and walled gardens



facebook

Display & Video 360

YouTube

Instagram

sky

## Give Brands the confidence to invest with you

Brands need to know that their advertising budgets are being used effectively. But without the right data and insights, they simply lack the ability to create a complete view of the Customer that answers key questions such as 'are we targeting the right person?' and 'how did our campaign impact sales with specific audiences?'

Digital Offsite is a managed service that enables retailers to provide brands with a solution to target the right Customers and evidence success.

Because it uses Customer loyalty data as its foundation, Digital Offsite allows brands to define highly-specific audiences that map directly to their objectives. Audiences can be created using brand, product, and category purchasing data.

By using loyalty data in this way, we're able to track key outcomes – whether that's online metrics like site visits and basket additions, or bricks-and-mortar purchases. This ensures that the true value of your data can be robustly evidenced – giving brands the certainty they need to increase their advertising spend with you.

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