

# Tesco Media and Insight Platform.

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## >> CRM.

Use data science to deliver highly relevant incentives, rewards, and personalised messages that are fine-tuned to a shopper's specific circumstances.

CRM is a highly targeted, highly measurable approach allowing you to engage with audiences that are the most relevant and likely to act on your messages. CRM is fuelled by 20 million Tesco Clubcard holders, the UK's largest behavioural dataset with the most diverse representation across regions, socio-economic profiles, and categories.

## What is CRM?

CRM is an opportunity to target, engage and reward loyal Tesco Clubcard customers using Direct Mailings, Reward Mailing Coupons, and Coupon at Till. Through these products, you can deliver tailored, targeted messaging directly to your desired customers.

We enable you to...

### Direct Mailings

Send highly measurable marketing directly into your target audience's home

- Postcards
- Standard 4pp
- Roll-fold 6pp
- Product sampling – great for driving trial
- Minimum send of 50,000 customers
- Minimum coupon discount of 25%

### Reward Mailing Coupons

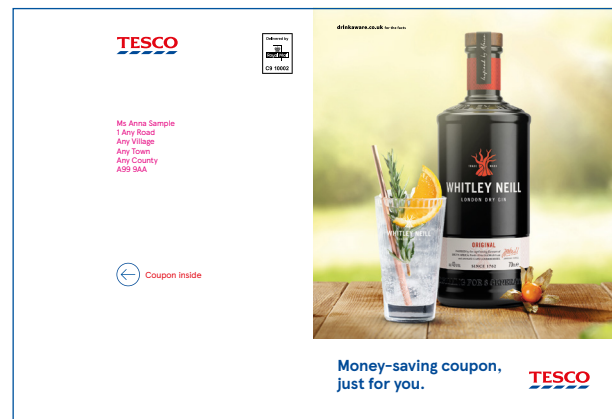
Target and reward loyal Tesco Clubcard customers with personalised and highly relevant coupons providing extra reasons to shop.

- Coupons are included in Tesco Clubcard Statement/Loyalty Mailings
- Coupons are also loaded onto a customer's online account and in-app

### Coupon at Till

Target specific customers and prospective shoppers with an incentive to purchase and accurately measure their response.

- Coupon at Till is a targeted coupon which is generated at the till after a customer has made a purchase AND scanned their Tesco Clubcard
- It is given directly to the customer with their receipt.
- Customers have to be opted into marketing to receive Coupon at Till



# Direct Mailings.

Many Brands have scaled back their physical marketing efforts in favour of digital alternatives but as fewer companies utilise marketing tactics like Direct Mail it's easier to get noticed. Direct Mailings are a fully branded solution that tells a story, educates, and generates awareness.

Choose the right approach for your brand's objectives – whether that's incentivising customers to trial your products with coupons and free samples or utilising other innovative solutions such as pop-up mailers or scratch 'n' sniff.

Bespoke targeting ensures every mailing is aligned to your Brand's preferences and campaign objectives. This allows for a 1-1 communication with your most relevant customers. This increased relevancy delivers an improved customer experience and means customers are more likely to act on your advertising messages.

Direct Mail is a format that shoppers are familiar with and receptive to. Campaigns generate on average a 27% increase in sales, 40% increase in customer acquisition, and 104% increase in market share growth.

Direct Mail has an average open rate of 87%, and an average coupon redemption of 20%.


Evaluations include key customer mailing metrics and behavioural insights, with clear recommendations aligned to the campaign objectives.




## Campaign options:



**A money-saving coupon just for you.**



**A cracking offer on Easter treats.**



**Sizzling savings and ideas for summer BBQs.**



## Solo Mailing

Bespoke mailing supporting a specific supplier objective(s) e.g., NPD or acquisition

## Category Mailing

Bespoke mailing supporting specific category objectives e.g., range review, innovation, event awareness, re-activation

## Themed Mailing

Multi-branded, cross-category mailings supporting a seasonal event, Tesco event or specific shopping mission e.g. Back to School

# Reward Mailing Coupons.

Reward Mailings target Tesco Clubcard's most loyal customers, with personalised and highly relevant coupons that provide extra reasons to shop. They are high-reach, high-impact activations that customers expect and love to receive. Tesco Statement/Loyalty Mailings go to Tesco's most loyal customers – of which there are over 6 million. Customer Data Science is used to ensure customers are matched with their most relevant offers. Mailings comprise of 6-8 personalised coupons with an average coupon redemption rate of 20%<sup>1</sup>.

Customers that receive Reward Mailings versus those that don't receive any (but are eligible) drive incredible value over the year with a sales to cost ratio of over 9, proving the long-term value and impact of such communications.

Customers have told Tesco that they expect to be rewarded for everyday transactions – with 59% of customers saying they want to see personalised rewards as part of a loyalty scheme. With a mix of offers from Tesco's own-label products and trusted Brand partners, Reward Coupons are an effective way to reach Tesco's most loyal customers, drive retention, and category share. And, as coupons reach the customer before their shopping journey, it increases your product's chance of getting into a customer's shopping basket.

Our experience and wealth of coupon data help to accurately forecast costs and focus on performance. Detailed evaluations look at each targeting cell to understand which customers were most responsive to the campaign.

## How do Reward Mailing Coupons work?

- All coupons are SMART and are truly multichannel as customers can redeem them in-store, in-app, or via their GHS account.
- Points coupons are not restricted to individual products, they are at a brand or range level, helping drive brand share over the campaign period.
- Tesco recognises the important value this offers Tesco Clubcard customers and will cover the associated points redemption costs.
- Coupons are included in quarterly statements that land in February, May, August, and November, as well as themed loyalty mailings for Easter, July, and December.



## Coupon at Till.

Target specific customers and prospective shoppers with an incentive to purchase and accurately measure their response. Drive penetration and build market share with this under-the-radar activity. Run always-on/annual plans that help drive long-term loyalty and repeat purchase rates.

Coupons help fulfil a range of Brand objectives including:

- > Reward loyal customers
- > Acquire customers from relevant competitors
- > Re-engage lapsed shoppers
- > Encourage new customers to repeat purchase
- > Support the launch of new product development
- > Drive customers to an in-store event

Brands have the option to target from 10,000 to 350,000 shoppers with coupons achieving an average redemption rate of 5-10%.

Evaluations are released 2-weeks after the end of the wave. Closed-loop measurement allows us to evaluate the success of the campaign using several measures:

- Redemption rate
- Sales to cost ratio
- Sales uplift
- Customer participation
- Top redeemers
- Penetration

## How do Coupons at Till work?

- The customer selection will be based on a Brand's objective e.g., reward loyal shoppers, acquire new customers, etc.
- dunnhumby pre-select customers and use targeting to send relevant offers based on their purchasing behavior
- Shopping behavior + Tesco Clubcard data = Targeted Coupon
- Coupons are triggered in 'Waves' which align to every odd Tesco Week

<sup>1</sup>Average rate is taken from the performance of Tesco coupons in February, Easter, and May 2021 campaigns

# Key benefits.

- Create a personal connection with loyal shoppers by engaging, inspiring, and rewarding customers
- Deliver higher ROI via strategic targeting
- Incentivise customers to trial your product by putting great value offers into their pockets before they begin their shop.
- Build on current relationship with Tesco, taking part in relevant, customer first promotions



## Why partner with Tesco Media & Insight Platform.

- > **1. The power to understand your customers like never before:** No one is better placed to help you understand your customers. The scale and breadth of our insights can help inform plans and enable pinpoint targeting.
- > **2. The power to reach the customers that matter to you at scale:** We can build an exact profile of your best customers, and what matters to them the most. Reach a bigger audience with Tesco than any other UK retailer including broadcast, digital and retail media opportunities. Reduce media wastage by knowing who your media-inspired vs media-neutral shoppers are.
- > **3. The power to understand the impact of every £ you spend:** We offer closed-loop measurement, the ability to link what people see with what people buy so you can understand the true incrementality your media campaigns are generating. We want to help you understand and optimise all your investments in Tesco from supply chain to promotions to drive your return on investment.
- > **4. The power to deliver connected customer experience:** Target customers from sofa to store, wherever they are and, whatever their mindset. From browsing to buying activate at scale across the customer journey.
- > **5. The power to accelerate your innovation:** Our tools allow you to get closer to your customers. By knowing and understanding your customers at every stage of the product development cycle we can help to reduce costs, lead times, and failure rates of NPD. Be more confident about where to invest and get to market faster.

### ABOUT TESCO MEDIA & INSIGHTS PLATFORM

Tesco Media & Insight Platform is a partnership between Tesco, the UK's largest grocery retailer, and dunnhumby, a global leader in Customer Data Science. Together, we always put the customer first.

Everything we do is fuelled by the insights generated via 20 million Tesco Clubcard holders, a diverse, nationally representative, first-party behavioural dataset. We empower suppliers with granular insights so they can identify their most important customers and understand what matters to them.

We help serve Brands and Agencies via a unique mix of technology, software, and Insight and Media products which collectively help provide customers with a more personalised and relevant shopping experience. As the UK's largest closed-loop Grocery Media & Insight Platform we're able to connect the dots between advertising exposure and customer behaviour across online and offline touchpoints to help Brands make better product, marketing, and commercial decisions and understand the true impact of their investment.

Contact us to start the conversation:  
[www.dunnhumby.com/tesco-media-insight-platform](http://www.dunnhumby.com/tesco-media-insight-platform)

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