



dunnhumby media

The Customer First Platform for Retail Media



Introduction

Retail Media is a vital activity in any grocery Retailer's portfolio, and its value is only increasing. As shopper behaviours continue to change, and profitability comes under threat from the explosion in online grocery, Retail Media offers a way to drive revenues with CPG advertising partners, increase sales, and improve connections with Customers. Through the delivery of data-driven, personalised marketing campaigns, Retailers can improve Customer experiences and drive growth in equal measure.

Over the past few years, a growing number of Retailers have launched their own, branded propositions – or “Retail Media Platforms” – and it's easy to see why.

By bringing things in house, Retailers can benefit from greater control, a bigger financial opportunity and the ability to create a media platform that aligns with their brand.

At the same time, building a technology enabled Retail Media proposition from scratch is difficult, expensive, and time-consuming. And, without the right approach to data, much of the value that should be delivered by that platform can very quickly become lost.

In this short guide, we take a look at some of the problems with current approaches to building Retail Media platforms – and what Retailers can do to ensure that their own propositions set them up for a smarter and more profitable future.

Retailer-owned platforms don't always deliver the value that they should

Retail Media Platforms offer Retailers an opportunity like no other to accelerate the launch and sophistication of their Retail Media Networks by introducing radical operational improvements truly capable of delivering a more collaborative experience for their Brand partners and a more connected experience for their Customers.

The leap towards adopting platforms enables Retailers by helping to integrate essential media planning tools with seamless workflows – and drive it all with Customer Data Science to orchestrate precise, personalised engagements. This technology gives users the automated means to unify audience targeting, media booking and measurement across all their channels to deliver better, more consistent experiences and drive sales growth (and expanded monetisation opportunities).

The reality, however, is that Retailer-owned platforms don't always deliver on the bigger vision and promises of increased operational efficiencies, superior performance and revenues. This is because traditional approaches to building Retail Media Platforms make it challenging to derive maximum value – **for three specific reasons.**

1

A fragmented and complex media landscape

The ReTech ecosystem consists of a large and growing number of technology partners supporting specific channels and use cases. This fragmentation means that Retailers must find ways to constantly evolve by integrating and operating different solutions and tools that were never designed to talk with one another, making it challenging to deliver multichannel programs across online and in-store mediums. Because of this, the effective implementation of Retail Media often requires a skill-set not possessed by the business, making it a struggle to in-house operations successfully without relying on external partnerships. And even when using SaaS solutions, blueprinting, and developing a proposition and implementing future changes involves significant upfront investment and a lot of developer time.



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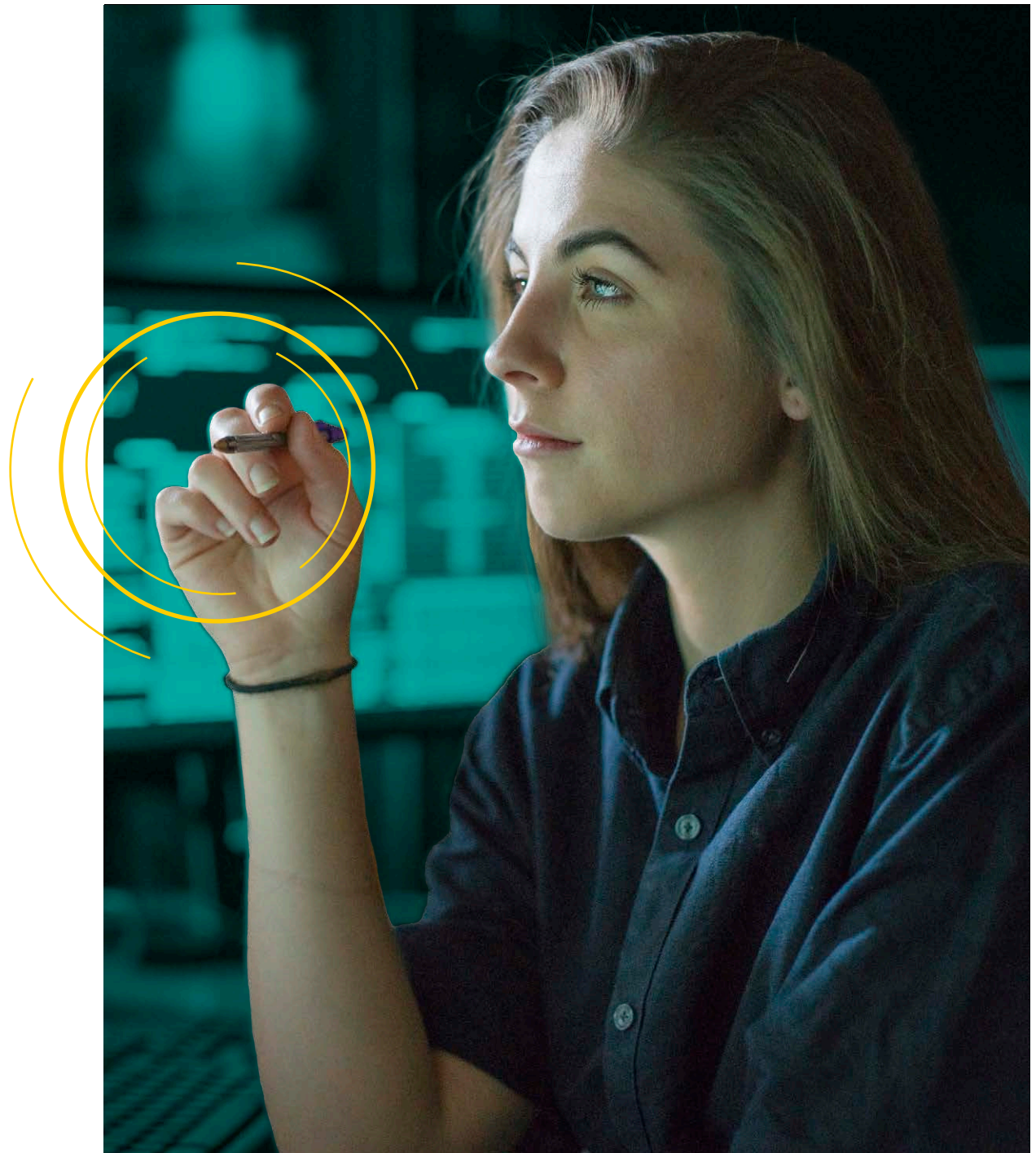
The value of data can get easily trapped

To Brands and Agencies, Retailer data can be invaluable to more fully analyse Customers for audience creation – something they can tap into to find the right shoppers for their products. While off the shelf insights platforms provide them with the ability to do just that, they typically lack the necessary Retailer and CPG segmentation models, making it hard for brands to build audiences that meet their specific needs. Moreover, the tooling offered to aid the creation of more bespoke audiences is often too complex and open-ended to perform without technical intervention. That makes the platform far less efficient and reduces the value that Retailers can get from it.

3

And disconnects between media channels make it hard to measure true impact

Attributing omnichannel advertising results against customer lifecycle objectives can also be a real pain point. That is because measurement reporting is often conducted on a channel-by-channel basis. Moreover, different channels use different methods and metrics to gauge Customer interactions and behaviour. This lack of unification and standardisation means that Retailers struggle to unpick the data in a way that can help them compare performance and validate the long-term impact of Retail Media on the Customer experience.

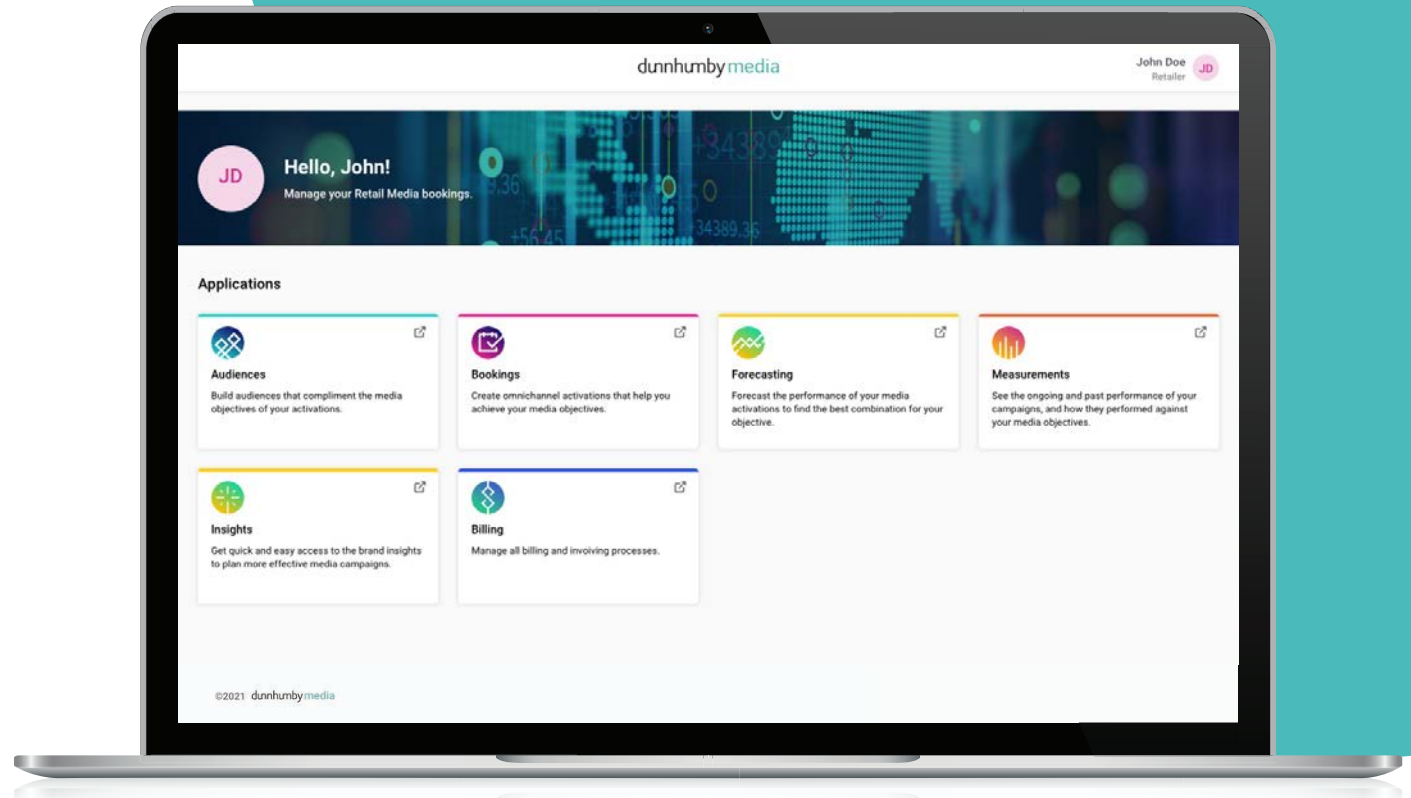


Introducing dunnhumby Sphere

Imagine that you could build your own Retail Media platform without any of that complexity. Imagine that you could provide your advertising partners with a sophisticated omnichannel advertising platform that made shopping easier and more convenient for your Customers at the same time.

That's exactly the kind of experience we wanted to deliver through the dunnhumby Sphere.

dunnhumby Sphere is the culmination of decades spent advancing the field of data science and building cutting-edge Retail advertising technologies. Combining the very best of our products and services into one comprehensive and flexible package, it's an all-in-one platform that allows Retailers and Brands to share a single source of truth, and plan, execute, and measure the impact of omnichannel Retail Media.



Retailers can use dunnhumby Sphere to:

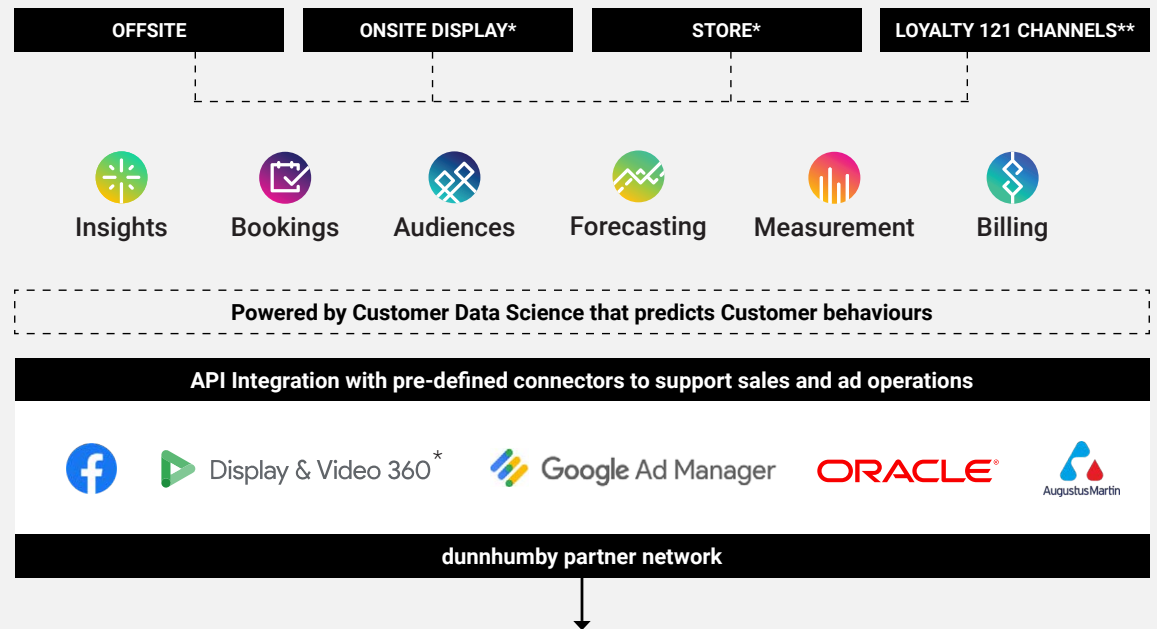
- Deliver relevant content to Customers across multiple touchpoints.
- Monetise with advertisers.
- Track the long-term impact of Retail Media on the Customer experience.

Brands can use dunnhumby Sphere to:

- Plan, book, measure and pay for omnichannel campaigns on a self-service basis.
- Identify and target predictive audiences to meet their goals.
- Embed data science at every step of the planning and buying process.

Designed for the challenges of modern Retail Media

dunnhumby Sphere has been designed from the ground up to help Retailers overcome some of the biggest obstacles standing in the way of their Retail Media transformation. Our all-in-one platform gives you the ability to enhance the sophistication of your Retail Media operations dramatically. Every system and application is fully interoperable, allowing data to flow consistently within the platform for powerful insight gathering and media automation.



With dunnhumby Sphere, Retailers can focus on building an advanced Retail Media offering without needing to worry about...

Complexity

dunnhumby Sphere is an end-to-end platform that covers everything from booking to billing. It's everything you need in one place, tackling the complexity that system fragmentation brings.

Cost

dunnhumby Sphere operates on an "as-a-Service" basis, bringing you advanced technologies at a fraction of the cost of building them yourself.

Capability

With the ability to more easily integrate Retail Media technologies, dunnhumby Sphere fundamentally reduces your need for external support allowing you to in-house operations.

Empowering better experiences for everyone

Providing Retailers and Brand advertisers alike with access to the same insights and advertising solutions, dunnhumby Sphere helps to deliver Retail Media programmes that are better for everyone – shoppers included. Here's how.

Efficient workflows

Everything in one place

With dunnhumby Sphere, everything from billing to booking is controlled via one intuitive interface. This helps reduce the amount of time that you and your brand partners spend working across disparate solutions and allows you to eliminate some systems from your processes entirely. By providing a holistic representation of your Customers across every channel and campaign, dunnhumby Sphere makes it easier to optimise the performance of your Retail Media activity. Moreover, dunnhumby Sphere can help Retailers access larger Brand budgets with an integrated offering covering all channels.

Predictive audiences

Simple but powerful

dunnhumby Sphere brings together multiple sets of data and applies our world-leading data science. Vitality, it offers easy access to AI-powered audiences to predict Customer behaviours and their propensity to purchase, enabling Brands to reach high-intent shoppers exactly when they are ready to convert. It also allows users to forecast performance easily and activate campaigns that meet specific goals such as acquiring new or winning back existing Customers. This means users can gain a single view of every Customer audience and its associated activation details.

Customer-centric measurement

Impact made clear

With consistent, cross-channel Customer profiles comes the ability to track the impact of Retail Media on the shopper experience. dunnhumby Sphere provides a single point of access to deliver automated measurement to gauge campaign performance across all in-store and online channels. Consistent methodologies and reporting metrics empower brands to compare channel results and access Retailer and category level benchmarks. At the same time, drill-down analysis helps establish performance drivers for actionable insights that inform future media plans. Retailers also have the opportunity to measure the long term impact of monetisation on Customer satisfaction by sales channel or by a combination of channels.

The features at the heart of dunnhumby Sphere

dunnhumby Sphere includes a number of fully integrated modules that take users from Brand insights all the way through to campaign booking and measurement. Here's an overview of the key features.



Insights

Insights* is where dunnhumby Sphere users go to learn about the health of a Brand. This module provides information on performance within a category, the shopper behaviours driving that performance, and which channels are most effective in reaching those shoppers. Insights is an accessible tool that is designed to help users plan more effective media campaigns.



Audiences

In the Audiences module, users can select audience segments from a predefined catalogue including predictive audiences. As with Insights, user-friendliness is a vital part of the Audiences design; audience types (such as "Highly Relevant Buyers") can easily be combined with Brands and products. Filters – "Online Only", for instance – provide a granular level of control.



Forecasting

On selecting the audience segments, the Forecasting module estimates audience size. In addition, Forecasting helps ensure ad spend success by indicating the reach and cost (and the projected ROAS **) across chosen channels and advertising platforms to help optimise audience segment weightings.



Bookings

Once an Audience has been created, it can be assigned to Bookings. This module allows for the creation of omnichannel campaigns across Offsite, Onsite, and Store locations* (in the next version, the functionality to book campaigns using 121 loyalty channels will also be made available in 2023). Users select channel and placement types and supporting information updates dynamically based on their choices. Once booked, all campaign details will be pushed to the relevant platform (e.g. Facebook) for final setup.



Measurement

In the Measurement module, users will find reporting dashboards that present campaign results near real-time. Default metrics update dynamically based on channel and campaign objectives, while graphs and tables can be modified using filters such as dates and KPIs. Data is downloadable in CSV format, with dashboards able to be exported as PDFs.

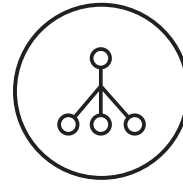


Billing

Integrating with dunnhumby finance systems, the Billing module allows users to manage all billing and invoicing processes via dunnhumby Sphere.

Designed for the challenges of modern Retail Media

We know that any system that taps into Customer data or ecommerce solutions needs to be secure and dependable. That's why we've invested heavily in ensuring that dunnhumby Sphere delivers second-to-none technological performance.



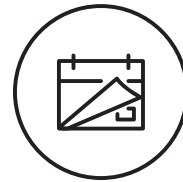
Flexible and scalable

A cloud-based solution, dunnhumby Sphere delivers high levels of availability and vast processing capability underpinned by a stable architecture. Automated workflows and built-in approval steps reduce workload, save time, and help eliminate mistakes before campaigns go live. And convenient API integrations provide the opportunity for you to bring MarTech, ERM and financial systems integrations into our platform*.



Highly secure

dunnhumby Sphere safeguards your data using best-in-class protection, standardisation, and security protocols. Our processes ensure that no identifiable Customer information is ever shared with advertisers. Vitally, you retain control and visibility, giving you the power to oversee all audience activations.



Ready for tomorrow

All upgrades, enhancements, and new products will be added automatically keeping you at the forefront of Retail Marketing innovation.

* Please contact us to find out more about how we can support your existing adtech ecosystem within dunnhumby Sphere.

Leap ahead with us

dunnhumby Sphere gives you everything you need to make a low-risk, cost-effective leap towards advanced Retail Media capability. Find out how you and your Brand partners could benefit by getting in contact at:

dunnhumby.com



FROM
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