

>> Category Development.

Drive your business with Tesco and beyond by putting the customer first

Category Development is a solutions toolkit that Brands can use to make customer-led optimisation plans and insight-driven decisions. It offers breadth and depth relevant to your business, and the flexibility to answer key business questions.

How can Category Development help you?

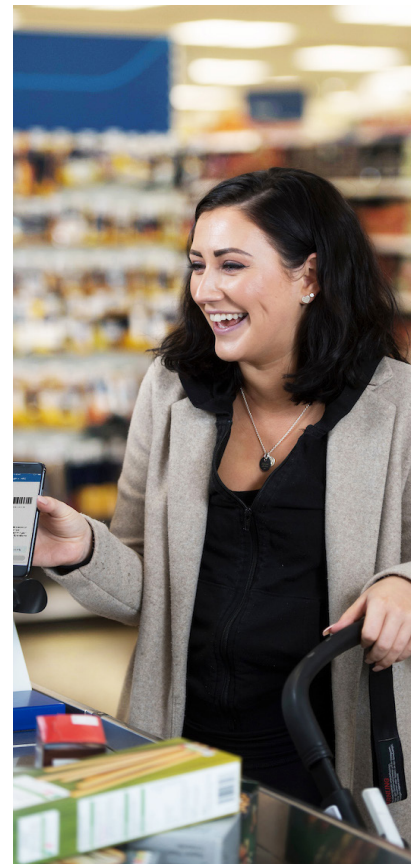
Our solutions toolkit provides access to a unique ecosystem of customer insight products to power your engagement with Tesco's Category teams, fuelling mutual growth.

The customer insight solutions are powered by:

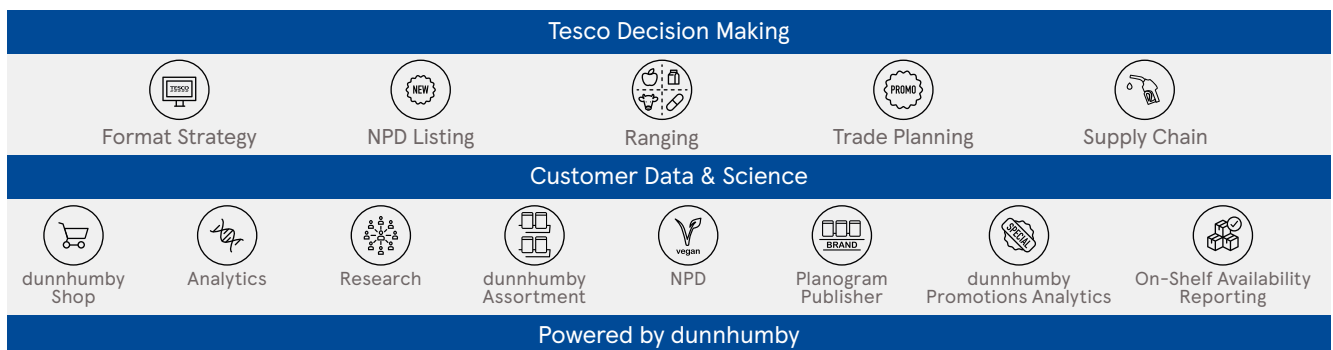
- Data from over 20 million Tesco Clubcard holders
- 3 years of granular data
- Coverage of all categories and channels, at product and store level

Category Development hosts market-leading science on performance, assortment and promotions and unlocks new data and solutions:

- Understand the why behind your Brands performance
- Recognise the unique role your products play in the range
- Review the impact of promotional investment
- And much more to come!



All this makes Tesco Media & Insight Platform's Category Development the most comprehensive source of insight in the UK.



What are the benefits?

Category Development is a self-serve platform that hosts a range of dunnhumby tools which helps provide a single version of truth for both Tesco and Brand partners to drive:

- Stronger alignment between Tesco and Brands
- Insight-led decision making across category levers and channels
- Relevant and timely answers to customer-focused questions
- Greater impact on sales through brand and category initiatives

Utilising Category Development will help power your conversations with Tesco by putting customers and data at the heart



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 experiences:** 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