

Tesco Media and  
Insight Platform.

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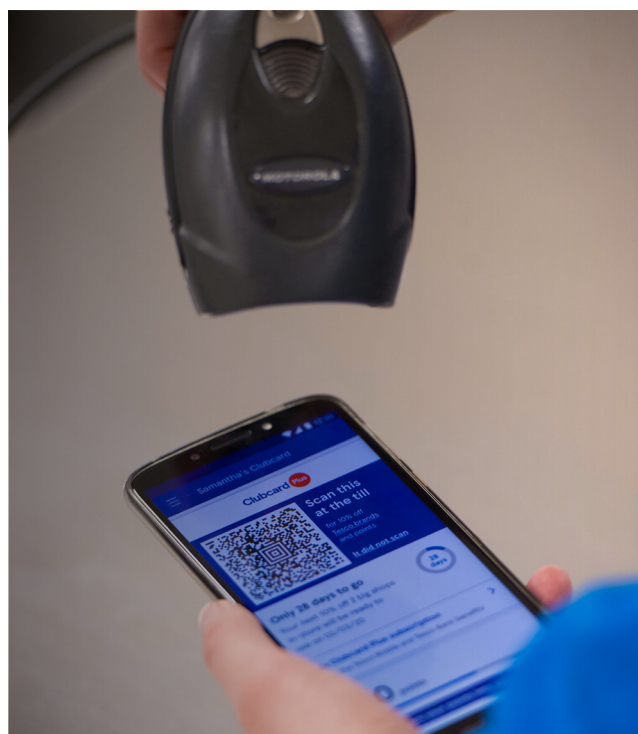
# » Multi Media Measurement.

Closing the media measurement loop to help Brand's measure and evaluate national campaigns outside of Tesco's retail media estate

U.S. retail magnate John Wanamaker once said, "Half my advertising spend is wasted; the trouble is, I don't know which half." With measurement in the media industry remaining significantly under-developed, John Wanamaker's quote remains true for the majority of media spend today.

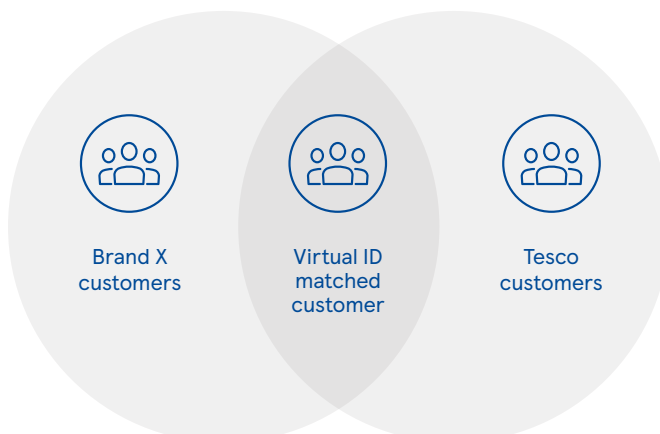
The reason for this is that Brands still struggle to identify - at an individual customer level - which customers saw their media campaigns and if they acted post-exposure by buying the advertised product either in-store or online.

We can solve the problem of measuring multiple media campaigns by linking advertising exposure with Tesco's purchasing data. A robust measurement methodology that Brands can use and trust knowing that Tesco data is nationally representative and can be used to reflect total campaign measurement.



## How can Multi Media Measurement help you?

- Using a 3rd party clean room environment, we create virtual substitutes for both parties' customer ID's and match them together, to enable you to be self-sufficient in the analysis of your campaigns.
- Undertaken in a GDPR compliant manner with the highest privacy standards to ensure your customers cannot be identified by Tesco or vice versa.
- Set up with highly granular customer and transactional data so you can track your campaign's performance from sales, customer type to levels of repeat purchase.



# Types of measurement available:

Social Media Measurement	Clean Room Data Access
Understand the performance of your social media activity via a managed service with dunnhumby 'walled garden' partners	Virtual customer matching to Tesco's millions of customers and their behaviours at a daily data level, enabling relatively real-time media improvements

## What are the benefits?

Our Multi Media Measurement solution enables Brands to be self-sufficient in how they measure their media campaigns. Brands will no longer have to complete multiple measurement briefs to third parties and pay per campaign, instead, they will pay for a singular subscription access cost to use the solution as much as they need. This means that both small and big media campaigns can be measured giving Brands a more complete picture of the success of their overall campaign.

This solution offers Brands exclusive access to Tesco data, the UK's largest retailer first-party dataset enabling representative performance measurement that can be scaled to a national level. Using Tesco's data, Brands have the significant potential to optimise millions of pounds worth of media spend as they will truly understand what media channels do and don't work.



## 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](http://www.dunnhumby.com/tesco-media-insight-platform)