

Tesco Media and Insight Platform.

>> Powered by dunnhumby

>> CRM.

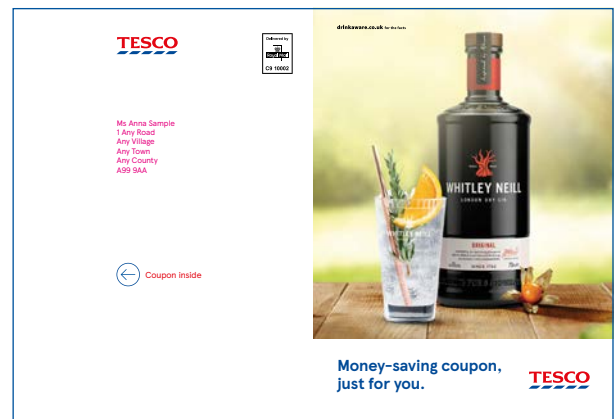
CRM is a highly targeted and measurable way to engage with relevant audiences that are the most likely to respond to your messages.

>> Our CRM products are fuelled by the data from over 21 million Tesco Clubcard holders, the UK's largest behavioural dataset with the most diverse representation across regions, socio-economic profiles, and categories.

>> Engage shoppers with **Direct Mailings** and **Coupon at Till**.

Key features.

- >> Deliver higher ROI via strategic targeting - using behavioural or predictive data reach the customers most likely to be relevant for what your Brand are selling
- >> Incentivise customers to trial your product by putting great value offers into their pockets before they begin their shop
- >> Deliver personalised messages that are fine-tuned to a shopper's specific circumstances



Our CRM products help fulfil a range of Brand objectives:

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

Direct Mailings.

Send highly measurable marketing directly into your desired audience

Many Brands have scaled back their physical marketing efforts in favour of digital alternatives but as fewer companies utilise 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.

Direct Mail is a format that shoppers are familiar with and receptive to. Campaigns generate on average a 27% increase in sales, a 40% increase in customer acquisition, and 104% increase in market share growth.¹

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.

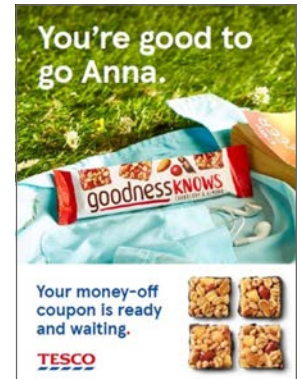
Create a branded story, make the most of multiple formats with this versatile media approach.

Formats available:

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

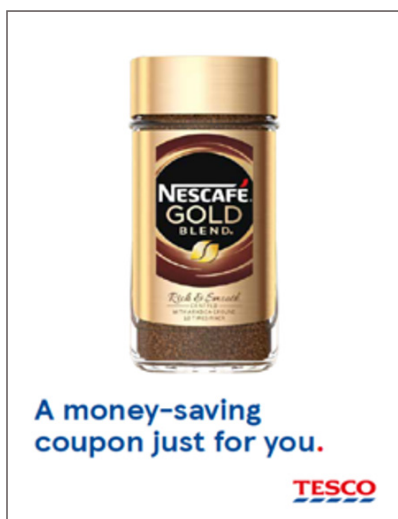
Innovation in Direct Mailings

Utilise foils and metallics to drive further standout and personalisation to address consumers directly. Die cut mailings add in an element of differentiation and additional branding with samples giving shoppers a chance to try before they before.



| | |
|---|---|
| <p>87% average open rate</p> | <p>20% average coupon redemption</p> |
|---|---|

Campaign options



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

Coupon at Till.

Provide an incentive to purchase and measure the response

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

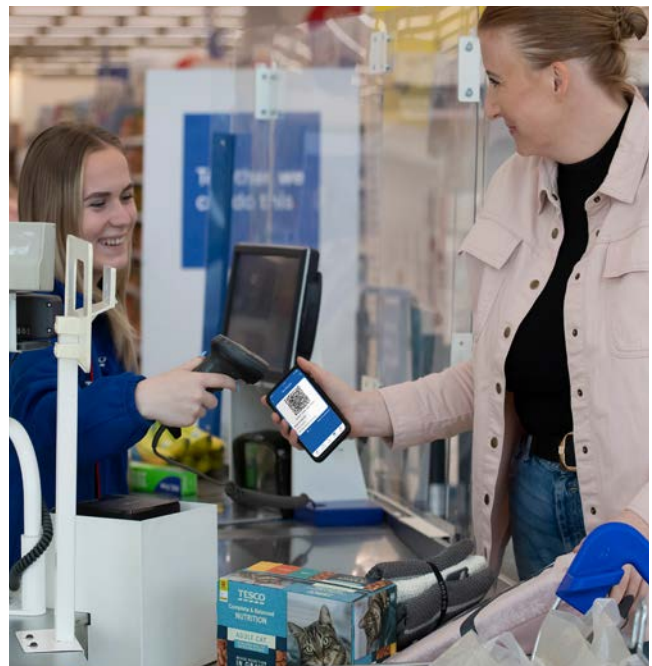
Brands have the option to target from 30,000 to 400,000 shoppers with coupons achieving an average redemption rate of 4.1%.

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?

- Coupons are generated at the till after a customer has made a purchase and scanned their Clubcard.
- Coupons are given directly to the customer with their receipt.
- Customers have to be opted into marketing to receive coupons.
- Brands can target shoppers based upon a range of objectives, e.g., reward loyal shoppers, and acquire new customers.
- Customers are pre-selected based on their previous purchasing behaviour
- Coupons are triggered in 'Waves' which align with every odd Tesco Week



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