

Tesco Media and Insight Platform.

>> Powered by dunnhumby

>> Onsite.

Onsite media connects you with the tens of millions of shoppers who visit Tesco.com every month. Blending traditional display placements with sponsored media and sampling opportunities, Onsite uses world-leading data science to help you deliver relevant, targeted, and impactful campaigns across the UK's biggest online grocery website and app.

Key features.

- > Fulfil your online objectives with relevant, timely, unintrusive, personalised advertising to support sales, awareness, and trial.
- > Utilise a wide range of placement opportunities from highlighting your brand on the Grocery Homepage to reminding customers about your products as they browse or add from their favourites. Utilise our all-encompassing Onsite media capabilities available across devices – Web Desktop, Tablet, Mobile and App.
- > Harness the opportunity to inspire, visitors to Tesco.com don't just use the site to make purchases; they also use it for research and inspiration when planning their in-store visits.
- > Understand the impact of your campaigns, close the marketing loop and know how the campaign impacted sales both online and in-store.

Engage

18m

unique monthly visitors

Tap into

4.5m

active customer records to find the right audiences for your marketing objectives

1.1m

orders per week (on average)

37%

online market share, advertise with the UK's largest online grocery retailer

TESCO

Groceries

My Favourites

ch Food

Tenancy Sponsorship Placements.

Reach Tesco customers across prime touchpoints in the online shopping journey via sponsorship for a fixed period.

- > Favourite Aisle & Shelf Interrupt Banners – Web Only (Native Why Not Try; Trade & Branded creative). Typically linked to Trade Plan timings.
- > Special Offers Homepage Grid Tile (one- or two-week sponsorship).
- > Browse Category, Aisle & Shelf Header Banners.

Sponsored Media.

Boost product visibility and conversions with Sponsored Media across Search, Browse and Special Offers. Self-serve campaign creation, optimisation, and spend/wallet management via a CitrusAd login portal where advertisers can see campaign performance in near-real time.

Relevant Sponsored Search

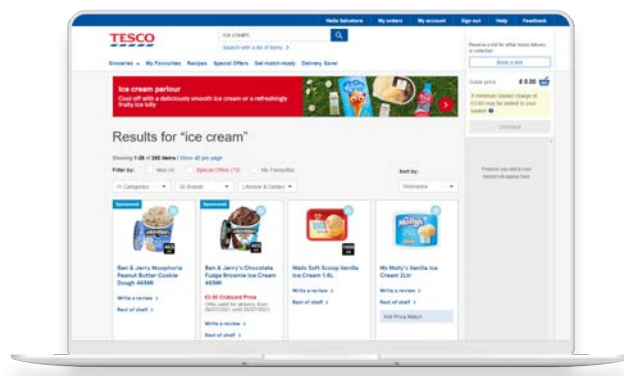
- Boost your product visibility across App & Web with CPC auction-based performance media in the first two slots of the search results page.
- Search is the most popular way for customers to add to basket, with 95%+ of the top 100 search terms on Tesco.com being generic keywords (e.g., chocolate; kitchen roll)
- Tesco.com sells over 30,000 different products so product visibility within Search is key. 41% of search basket additions come from the first two positions and 95% of basket adds come from the first page of the search results (Web).

Sponsored Offers

- Amplify visibility of promotions across key online customer touchpoints including App Homepage Offers Carousel (new), App Special Offers page and Checkout Offers on Web (App coming soon).
- Products must be on a Clubcard Prices promotion at the time of sponsorship.
- Drive penetration of your promoted product to approx. 1.1 million customers checking out on a weekly basis promoting them to try something new.

Sponsored Browse

- Raise your products to the top of virtual aisles and shelves to drive visibility, inspire customers and increase conversion of shoppers.
- Sponsored Browse enables brands to bid for the top two positions within Categories, Aisles & Shelves across Web & App.
- 20.2m basket adds occur via Browse per month across Tesco.com
- Excluding individual product pages, Browse is the third most popular way for customers to add to basket, after Search and Favourites.



Ad-Served Display Banner Media.

Amplify your product, brand, promotional awareness and reach across high visibility, high traffic CPM-impressions based media touchpoints across the Tesco Groceries & Clubcard App and Web.

Tesco.com Grocery Placements

- Grocery Homepage Package (includes App & Web Grocery Homepage Banners)
- Grocery Core Shopping Journey Package (includes Favourites & Usuals Banners across Web and new App placements)
- New Grocery Basket Banner Package (Web and new App placement)
- Tesco.com Search Display Banners

Mass Awareness Placements

- Tesco.com Homepage Banner (Web only)
- Tesco.com Grocery Checkout Confirmation Page Banner (Web only)
- Tesco Real Food Banners – the UK's 2nd biggest recipe inspiration website

GHS Sampling.

Raise awareness and generate buzz with NPD samples in online deliveries.

Digital Mass Sampling

- Drive reach and high engagement with your product and message via mass sampling. Get NPD or revamped products directly into the hands of loyal Tesco.com customers, packaged with coupons to aid trial.
- Samples are added to a customer's shop at random and are labelled as free to ensure they recognise the value-added.
- Connected measurement capabilities allow you to gauge subsequent sales impact.

Surprise and Delight Sampling

- Surprise and educate up to 60,000 Tesco.com shoppers with product samples in a themed box.
- Align with Tesco communications by taking part in event-themed gift boxes like Halloween, or create an independent box that focuses on your Brand.
- Participate in a Tesco initiative that's primary aim is to drive and reward the loyalty of Tesco.com shoppers.
- Target customers by their previous purchasing behaviour to reward them with treats they find desirable.
- Campaigns achieve positive customer sentiment and social media engagement and aids trial purchase of your product from new customers.

Audiences and measurement.

We offer advertisers market leading, Clubcard-based custom audience creation for Ad Served Display media.

- Predictive (e.g., Brand Acquisition)
- Behavioural (e.g., Increase frequency; reactivate lapsers)
- Demographic (e.g., Families, Younger Adults)
- Regional and store targeting

Creative solutions.

We provide a choice of flexible creative solutions to cater for a broad range of advertising objectives:

- Trade and brand-style creative
- Clubcard Price value tile (with regular selling price)
- New product tile
- Fully branded banner (subject to adherence to accessibility guidelines)
- Competitions including Text to Win or On-Pack Promotions
- e-Coupons
- Branded and tabbed headers and events

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