

# Tesco Media and Insight Platform.

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## >> Partners.

Today's consumers expect relevant advertising across channels, yet many Brands lack the ability to target audiences based on purchase data, or to robustly understand and evidence the actions these audiences take on and offline. That makes it challenging to deliver highly relevant ads, improve campaign efficacy, or robustly prove sales uplift.

- > Tesco Media & Insight Platform Partner products take the uncertainty out of campaign activity across the open web, including walled gardens, social media and TV.
- > Using Tesco Clubcard data, build audiences based on actual purchase behaviour so Brands can target effectively and where their desired customers spend their time and advertise at scale seamlessly.

## Key features.

- > Target customers more intelligently, combining Tesco Clubcard data with Google, Meta, Pinterest, The Trade Desk, ITV, Channel 4 and Sky datasets, resulting in Brands being able to target their most relevant audiences at scale.
- > Optimise campaigns in-flight for Self-serve powered by dunnhumby Sphere campaigns with access to detailed online and offline metrics, campaign activity can be quickly analysed and optimised.
- > Understand ad effectiveness via closed-loop measurement, with evaluations that link advertising exposure to in-store and online purchases.

## Who are our partners?

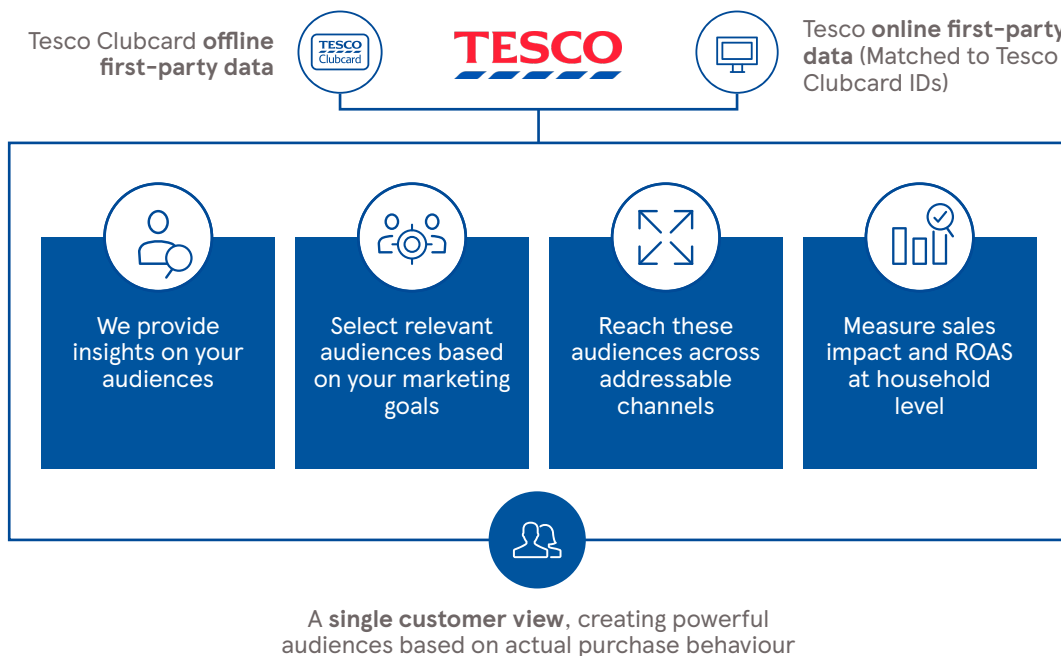
Today, beyond Tesco's digital storefront, Brands can access independently trackable, brand safe, quality checked media inventory to target and reach Tesco's customers across the open web, including walled gardens. We are also expanding our partnership ecosystem to allow Brands greater targeted reach opportunities whilst respecting customer privacy which is what makes the Tesco retail media network sustainable for all.



## Offsite Targeted Display.

Target highly relevant audiences and deliver impactful advertising as customers browse their favourite websites and social media

- > Drive awareness and online traffic of your Brand or highlight a promotion, with ads linking through to Tesco.com or your Brand's website.
- > Increase sales both in-store and online.
- > Advertise via rich media, video, animated or static creative assets.
- > Choose from a range of behavioural-based audiences, including lifestyle, category shoppers, brand affinity, purchase intent and science-led.
- > Increase your reach by availing of valuable lookalike audiences on Facebook.
- > Leverage real-time measurement and analysis to power in-flight optimisations, ensuring maximum campaign impact.
- > Online profiles are matched with in-store and online purchases to close the marketing loop and get an accurate view of sales impact and ROAS.



## Broadcaster Video on Demand (BVOD) in partnership with ITV & Channel 4.

Target highly relevant audiences on ITVs new streaming hub ITVX as well as on Channel 4's All4 streaming platform as they catch up on all their favourite programmes

- > Programmatic media execution putting the very best data-driven, broadcaster media in your hands.
- > Drive awareness of your brand or highlight a promotion.
- > Choose from a range of behavioural-based audiences, including lifestyle, category shoppers, brand affinity, purchase intent and science-led.
- > Measure the outcome with a conversion lift study delivered after the campaign.

## Meta Audiences.

### Connect with and influence your most relevant shoppers at scale across Facebook and Instagram

- > Meta Audiences is available via Self-serve powered by dunnhumby Sphere.
- > Conveniently plan, execute, and share audiences with your Meta Ads Manager account – build reach without diluting profits.
- > Reach your most relevant audiences using a predefined audience catalogue –
  - Deliver broad or highly targeted reach with demographic audiences
  - Appeal to shoppers' needs and interests with behavioural audiences
  - Drive higher performance with predictive audiences
  - Expand reach if the size of an audience is low or find new customers with lookalike audiences
- > The Forecasting module helps users understand the predicted performance of a campaign, users can then allocate a budget to different segments and placements based on their performance to deliver optimal results, helping to reduce ad-spend wastage.
- > Understand online and in-store sales impact, full-funnel performance reporting, including online and in-store sales impact using real sales data.
- > In-flight reporting provides a daily sales refresh giving you full visibility over campaign performance so you can optimise as you go.
- > The Measurement module gives you sight of all your campaigns performance on demand.

## Pinterest Audiences.

### Activate highly relevant Tesco customer segments on Pinterest, the world's largest visual discovery engine

- > The UK is one of Pinterest's largest communities with 17 million monthly active users, including 1 in 3 moms and 31% of millennials in the UK.
- > Users on Pinterest are eager for new ideas, which means that they want to hear from Brands. Content from Brands doesn't interrupt on Pinterest, it inspires.
- > Pinterest's ads earn a 2x higher ROAS with a 2.3x cheaper cost per conversion compared to other social media platforms
- > Pinterest users are 7x more likely to say Pinterest is the most influential platform for buying decisions.
- > Utilise 5 ad formats including static, video, carousel and collections that blend seamlessly into the user's feed.
- > Sales conversion reporting closes the loop by attributing online and in-store sales to users who saw the ad, delivering ROAS to measure sales impact.



# The Trade Desk.

## Activate Tesco Clubcard audiences on The Trade Desk utilising premium inventory across over 225 websites and brand-safe partners

- > The Trade Desk is an independent, industry-leading programmatic media buying platform where you can plan execute and measure digital campaigns all from one place
- > Execute programmatic campaigns with transparency and brand safety across the open web
- > Advertise via rich media, video, animated or static creative assets
- > Choose from a range of behavioural-based audiences, including lifestyle, category shoppers, brand affinity, purchase intent and science-led
- > Measure the success of campaigns using the sales conversion report to close the loop on your media advertising with online and in-store purchase value

# Sales Lift.

## Measure campaign effectiveness beyond the Tesco Retail Media ecosystem across search, social and TV platforms

- > Sales Lift, in partnership with Live Ramp brings together the UK's largest first-party behavioural dataset, world-class data science and analytics, and the UK's leading secure data connectivity and identity platform to build upon and advance media measurement techniques.
- > This solution provides Brands with an effective way to measure campaigns undertaken outside of the Tesco Retail Media estate and understand the impact of campaigns both in-store and online.

Understand the following:

- What was the sales lift and ROAS on the campaign
  - What helped drive sales – frequency, ad type, shopper profile responding
  - The impact of campaigns in-store vs online
  - How different shopper groups performed
  - What was the impact to the wider category
  - Which A/B test cells drove a better impact
- > Optimise investments to align with what drives sales, increasing advertising relevancy and deliver a stronger ROAS
  - > This knowledge helps to inform budget optimisation both within and across channels to identify what drives sales the most including information on frequency, targeting, ad type and shopper profile responding



# Sky Media Measurement.

## Plan, target, and measure TV with Sky

- > Our partnership with Sky helps Brands plan media more effectively, target more relevant audiences, and measure and understand the impact of their TV activity.
- > Joining our respective datasets means that we can link what consumers see with what they buy bringing measurement to a typically broadcast media channel.
- > Unique insights through Sky Analytics and AdvantEdge from TescoEdge helps to plan, evaluate, and optimise Brands linear TV spend.
- > Powerful targeting capabilities through adsmart from Sky enables Brands to reach relevant purchase-based audiences, delivered across a network of channels and on-demand TV, all of which is measured to understand the resulting impact and inform optimisation of future campaigns.



### 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)

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