Who we are

The world's first Customer Data Science platform

What we do

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers. For 30+ years, we've partnered with businesses big and small around the world. Our Customer Data Science and expertise has enabled us to increase revenue and profits by delivering exceptional experiences for their Customers.

Global clients

TESCO · MARS · L'ORÉAL · Mondelēz International · Carrefour · Unilever · Coca-Cola · P&G · PEPSICO · Nestlé · Kellogg's · Southeastern Grocers · weis · meijer · CRAI · Lowes Foods · metro · Carrefour · coop Norge · éxito · SMU · GPA · General Mills · Dr.Oetker · RDsaúde · Raley's · heinen's · Heinz · Ahold Delhaize · foodstuffs North Island · BOOKER · Foodstuffs South Island · McDonald's · Soriana · SpartanNash · Walmart Data Ventures · JUST EAT · John Lewis Partnership

How we do it

Our unique mix of technology, software, consulting and media transforms organisations by putting the Customer First.

Customer Data Science

Customer Strategy & Insights

Understand the most important needs of your Customers, how they shop and how best to respond:

- Build Customer-driven growth strategies
- Embed a Customer Mindset throughout your business
- Create Customer performance measurement

Price & Promotions

Deliver price & promotions strategies with real value for Customers:

- Optimise prices and forecast outcomes
- Make smarter promotion decisions to put Customers first
- Accurately plan effective promotions

Category Management

Enable better and faster Customer-led category and store decisions:

- Gain granular insights into customer behaviour and category trends
- Prioritise categories, investments and identify growth areas
- Optimise assortment based on performance, customers need and store relevance

Retail Media

Helping brands and retailers to connect with Customers as they shop, wherever they are and whatever their mindset:

- Optimise the commercial effectiveness of every media channel
- Build seamless, personalised connected media campaigns that deliver highly measurable, actionable results

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The dunnhumby difference

30+ years' experience in driving business transformation using Customer data; partnering with more than 1,000 CPG and retail clients around the world

We are agile in our approach, working in a way that best suits the needs of our clients, on an ad-hoc or long term basis

Pioneers in Customer Data Science with 500+ data analysts and scientists; partnering with leading academic institutes to deliver the latest innovation

Insight to action to results with the right partner – we don't just consult, or just deliver tools – we embed Customer Data Science and will help you in a way that meets the needs of your business, big or small

Our unparalleled combination of technology, software, consulting & media enables clients to deliver exceptional Customer experiences, personalised to their needs and expectations

We partner with CPGs and retailers around the world delivering a competitive advantage and increased revenue and profitability
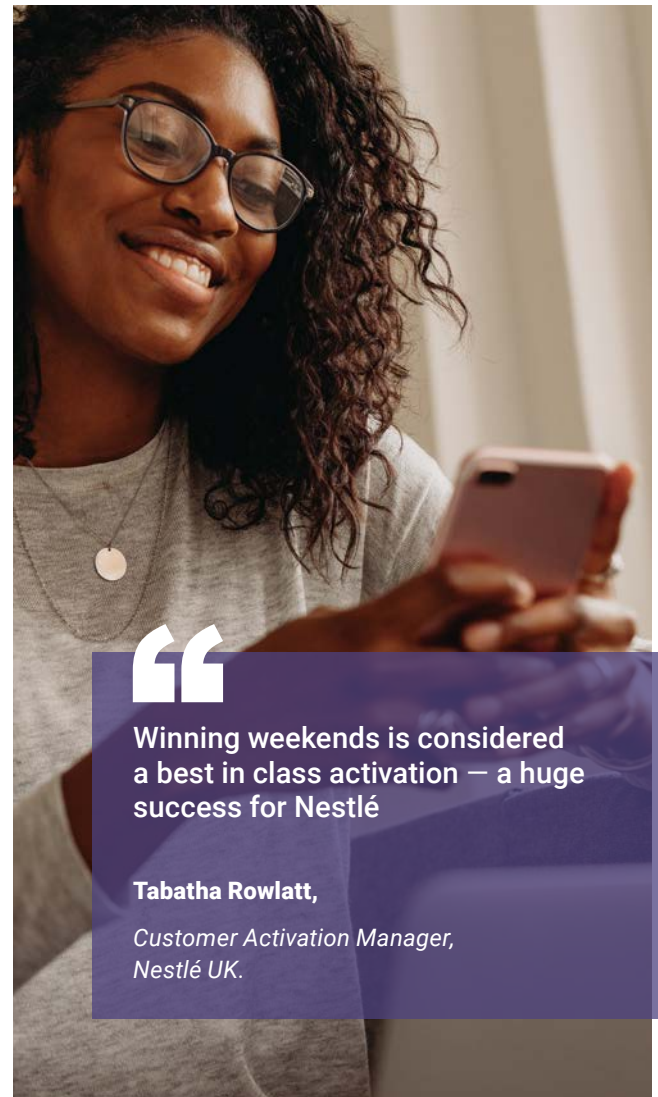
> "
> **Winning weekends is considered a best in class activation — a huge success for Nestlé**
>
> **Tabatha Rowlatt,**
> *Customer Activation Manager, Nestlé UK.*

Our client goals

Know my business and meet my needs	Deliver measureable value and growth	Be my trusted advisor and secure partner	Be the independent voice of my Customer	Make me fit for the future	Provide me with smart solutions on time

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With deep heritage and expertise in retail — one of the world's most competitive markets, with a deluge of multi-dimensional data — dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Data Science Platform is our unique mix of technology, software and consulting, enabling businesses to increase revenue and profits by delivering exceptional experiences for their customers — in-store, offline and online. dunnhumby employs nearly 2,500 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble and Metro.

Contact us to start the conversation: dunnhumby.com