

# Tesco Media and Insight Platform.

Powered by dunnhumby

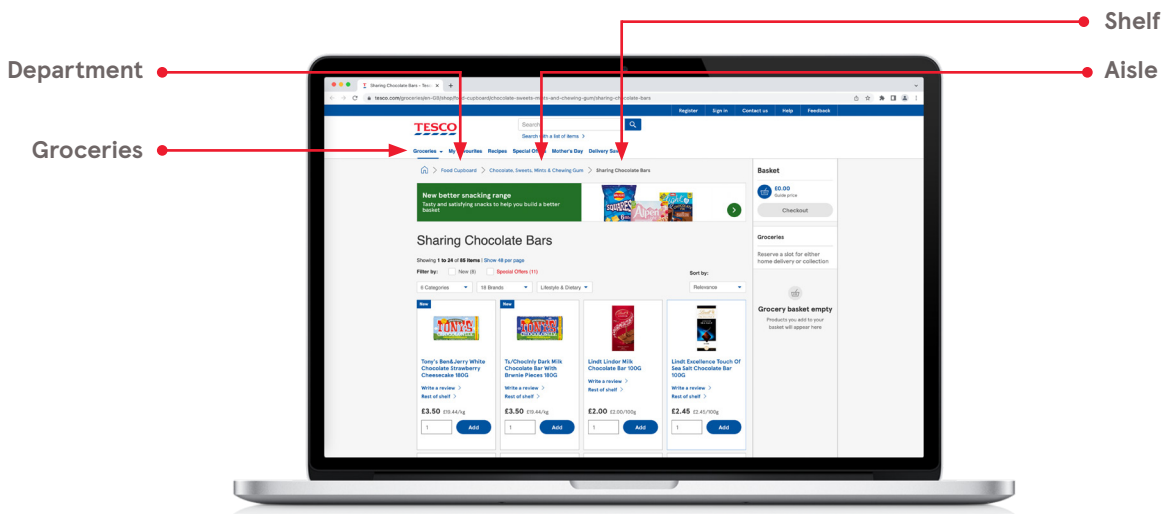
Product Trial

## >> Sponsored Browse.

Target customers to inspire them with your products while they browse through Tesco.com.

Tesco.com customers make over 20.2M basket adds<sup>1</sup> via department, aisle, and shelf placements per month. Browse is the third highest placement for basket adds behind search and favourites. Use Sponsored Browse to drive consideration of your products while customers look for inspiration exploring products through departments, aisles, and shelves.

Sponsored Browse is the latest expansion of our Sponsored Products capabilities on Tesco.com. This placement will be launched on web only initially, for a 6-week trial period (mobile app will be trialed shortly after).



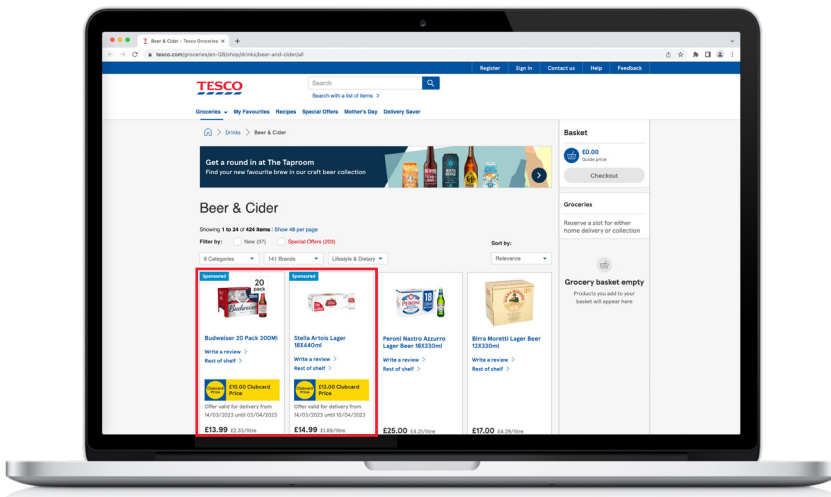
## How it will work.

This advertising solution will give Brands the ability to target over 7.5M prospective customers<sup>2</sup> who are in a purchasing mindset.

- > 2 ad placements will be available at the top of the product catalogue in positions one or two.
- > The placements will be available on the department, aisle, shelf, sub-shelf levels. For the initial trial you won't be able to bid on these separately.
- > Products will only be eligible to appear in any listing in which they would appear organically, subject to range and availability filtering.
- > Any product that appears in a sponsored position will be de-duplicated from remaining products on the first page (i.e. a product will not appear in a sponsored position and another position on the first page), but may appear on subsequent pages.

<sup>1</sup>Adobe Analytics 52 weeks: 1 Jan 2022 - 31 Dec 2022

<sup>2</sup>Adobe Analytics 52 weeks: 1 Jan 2022 - 31 Dec 2022



## Easy-to-use, self-service campaign creation and measurement.

- > Bookings for this placement will be made via the self-serve CitrusAd platform
- > Select any product you would like to promote
- > Select the max CPC you are willing to pay; we recommend bidding as much as you can afford as this will be a highly competitive space
- > Choose tactical burst of 'always on' campaigns
- > See performance in near real-time, gain insights into performance

## Maintain control of your ad spend.

- > Specify the maximum CPC threshold (what you're willing to pay for a click on your ad) via a second price auction model
- > Set budget limits with a daily or total spend caps

## Sponsored browse by numbers.



**20.2M**

basket adds per month<sup>3</sup>



**12.5M**

Browse visits per month<sup>3</sup>



**8%**

of basket adds on Tesco.com come from browse placements<sup>3</sup>

# You can now drive conversion across multiple shopper missions via the self-serve CitrusAd platform.

- > Influence shoppers at the end of their shopping journey with **Sponsored Checkout**. Drive penetration of your promoted product to approximately 1.1M customer checking out weekly.<sup>4</sup>
- > Inspire engaged customers who are exploring different products and brands as they browse through departments, aisles, and shelves with **Sponsored Browse**. Target up to 7.5M prospective customers who are in a purchasing mindset.<sup>5</sup>
- > Drive sales and improve brand association as customers search for products with **Relevant Sponsored Search**. 41% of all basket additions come from the top two search results.

## How you could leverage sponsored placements for your campaign objectives.

### Amplify your NPD launch

- **Sponsored Browse** to target customers looking for product inspiration
- **Relevant Sponsored Search** to target your brands keywords to promote your new products to existing customers

### Boost promotions

- **Sponsored Offers at Checkout** to drive awareness of products on offer to all customer checking out
- **Sponsored Browse** to drive consideration of products on offer to customer browsing the category, aisle, and shelf
- **Relevant Sponsored Search** to drive sales of your products on promotion targeting relevant high volume search terms

### Drive sales

- **Sponsored Browse** to target customers who are in a purchase mindset looking for something new
- **Relevant Sponsored Search** to target customers searching keywords that are related to your product

<sup>4</sup>Tesco internal analysis

<sup>5</sup>Adobe analytics 52 weeks: 1 Jan 2022-31 Dec 2022

## 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)

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