



Recommenders

Deliver personalised, effective recommendations across the entire Customer journey

Predict Customer needs and serve up highly personalised recommendations with **Recommenders** from dunnhumby media

Predicting what shoppers want from moment to moment can help you drive sales and increase satisfaction, but the only way to deliver on that opportunity is to unlock the true value of your Customer data.

Recommenders applies dunnhumby's best-in-class data science capabilities to your Customer data, turning raw information into actionable insights across the whole of the retail journey. Boost sales uplift and delight Customers with relevant recommendations that make shopping more convenient.

RETAILER

Create a richer, more rewarding Customer experience

Creating a great shopping experience for your Customers means helping them find the right products at the right time. So why waste effort recommending the same items to everyone when you can treat Customers differently by making personal suggestions that support your merchandising goals?

Great recommendations make for a great Customer experience. By surfacing the products and promotions your Customers want exactly when they want them, you can help make their shopping journey easy, convenient, and more rewarding.



Loyalty and brand

Enhance your Customer experience with user-friendly personalised recommendations.



Like-for-like sales

Drive incremental sales and encourage shoppers to branch out into new ranges.



Return on investment

Increase your conversion rate and shopper purchases over time.

Seamless recommendations across all of your channels

From “My Usuals” and “Have You Forgotten” through to complementary items and alternatives, Recommenders gives you the power to serve intelligent recommendations in real-time across the entirety of your online and store channel portfolio.



Web, app and chat bots

Create a truly personalised digital shopping experience and provide automated responses with relevant recommendations.



eMail

Deepen engagement with recommendation-based email strategies triggered by behaviour or context driven conditions.



In-store kiosk

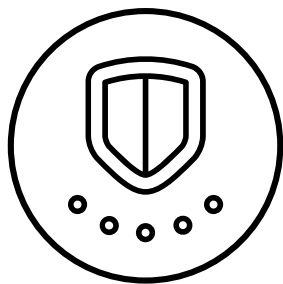
Use Recommenders on-the-go by integrating with your store kiosks and scan and go self service solutions.



Call centre

Increase your Customer sales representative engagement by offering a more personal service for orders taken over the phone.





Tailor recommendations using industry-leading data science

Serving perfect recommendations every time means truly understanding your Customers. Recommenders uses industry-leading data science to serve promotions and content that are precisely tailored to their actions, behaviours and needs.

Continual scoring of Customer purchase propensity ensures the **highest degree of relevancy**, business logic **specifies which Customers** receive recommendations and **always-on campaigns** run across every channel using real-time engine or batch integration into other systems.



Purpose built for grocery retail

Our data science is based on actual user behaviour, using expressed preferences to build predictive models of how grocery shoppers really buy.



Blend multiple strategies

Combine different recommendation strategies to maximise your grocery performance and cost efficiencies.



Adapted to your retailing logic

Take advantage of a rule builder that allows you to pin, suppress and exclude specific items from your recommendation results.



Flexible API integration

Integrate recommendations for your products across multiple channels. Call APIs from your apps and website.



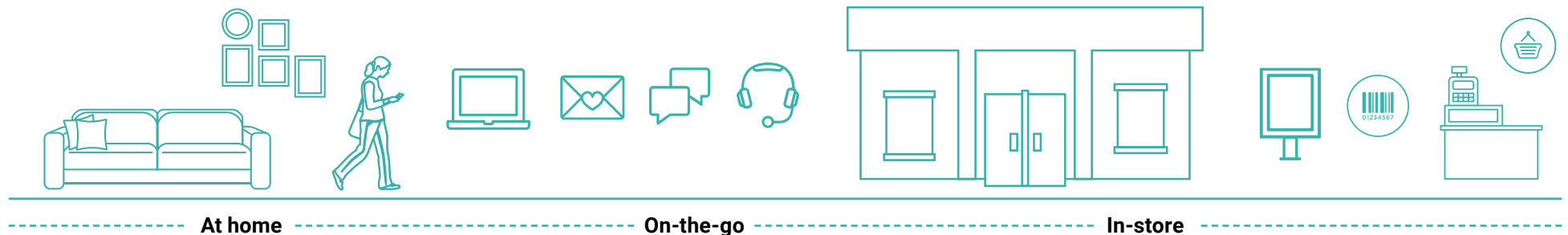
Enhance the shopping journey

Implement appropriate recommendations solutions for each stage of the shopping funnel (i.e. homepage, product pages and cart).



Enhance the whole shopping journey

	TO HELP MAKE SHOPPING FASTER		TO HELP CUSTOMERS SAVE MONEY	TO HELP MAKE SHOPPING MORE CONVENIENT		
 Digital Purchase Journey	Browse My Usuals in the favourites section of the website.	Find Have You Forgotten items in your shopping cart.	Find Relevant Promotions on a special offers page.	Find items bought together on the product page with Complements .	Discover new items across categories with Inspirations .	Explore the rest of the digital shelf with Substitutes .
	 My Usuals	 Have You Forgotten	 Relevant Promotions	 Complements	 Inspirations	 Substitutes
 In-store Purchase Journey	Access My Usuals from a kiosk and on your phone or scanning device.	Receive Have You Forgotten reminders at the 'end of your shop'.	Receive Relevant Promotions using e-couponing.	Find Complements as you add items to the trolley.	Get Inspiration as you browse the shopping aisle.	Identify Substitutes quickly on the shop floor.



How it works

Recommenders takes the Customer data at your disposal, sorts it, and analyses purchasing intent in order to create deeply personalised recommendations.

- Recommenders captures your data and standardises it for processing by our science models.
- Powerful data science turns that data into purchase predictions by scoring Customer intent to buy.
- Algorithms match Customers with product recommendations, along with any other business rules you wish to apply.
- Recommendations are then delivered in real-time via an API, or sent periodically by flat file.

dunnhumby offers a range of solutions to solve specific grocery recommendation challenges



My Usuals

Compile a list of products a Customer will likely be interested in when they shop.



Relevant Promotions

Identify promotions and offers with the greatest relevance to each Customer.



Have You Forgotten?

Use previous purchasing behaviour to recommend products a Customer may have forgotten during an online shop.



Complements

Showcase products that complement other items already in the basket.



Substitutes

Suggest next best alternatives when a product is out of stock.



Inspirations

Make suggestions about the products a Customer is yet to buy.

Why us

When you choose dunnhumby media, you're choosing more than 30 years of experience in helping Retail brands build better connections with their Customers. We work as a technology partner to some of the world's best-known grocery retailers and CPG brands, providing the tools, technology and expertise they need to turn data into first-class Customer experiences.

How effective is it?

A leading retailer of food and non-food goods

One leading retailer approached dunnhumby media to make shopping quicker and easier for their Customers by delivering recommendations based on previous purchases across both on and offline channels.

- Customers are sent 'My Usuals' recommendations each week.
- 45% of exposed Customers bought the recommended products in the following two weeks.
- 25% sales uplift from Customers exposed to recommendations.

dunnhumby

THE WORLD'S FIRST

CUSTOMER DATA SCIENCE PLATFORM

THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

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.

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 over 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, Raley's, L'Oreal and Monoprix

Contact us to start the conversation: dunnhumby.com