



Digital Onsite Display

Enable Relevant and personalised shopping interactions

Retailer-owned websites and apps present a unique opportunity to engage with shoppers right at the moment they're looking to buy. Digital Onsite Display from dunnhumby media offers an effective and measurable way to reach the right Customers with highly-targeted display adverts on high-traffic grocery eCommerce channels.

Using world-leading Customer Data Science, Digital Onsite Display gives you the power to build audiences that align to your marketing goals based on their purchasing behaviour. Helping you make confident, insightful advertising decisions, Digital Onsite Display empowers you to deliver personalised campaigns at scale.

Our approach can help you:

Optimise advertising impact

Create highly specific audience segments on demand using brand, product and category purchase data, refined further by Retailer segmentations.

Secure additional ad funding

Close the loop on advertising spend and sales uplift and make a compelling case for additional budget by showcasing campaign impact.

Simplify campaign management

Our fully-managed platform combines data, planning, execution and measurement in one comprehensive solution.

Deliver exact and effective advertising with Digital Onsite Display

For shoppers today, more than half of grocery purchases are influenced by digital channels¹. And with traffic to grocery Retail sites surging², there's never been a better time to put your products in front of shoppers who are already looking to spend. Unless you're able to get your messages in front of the right audiences though, you run the risk of wasting your advertising spend on shoppers who might not be right for your products. Most brands actually prioritise the desirability of an audience when investing their advertising budgets in third-party retail platforms, with 85% considering it either moderately or very significant.³

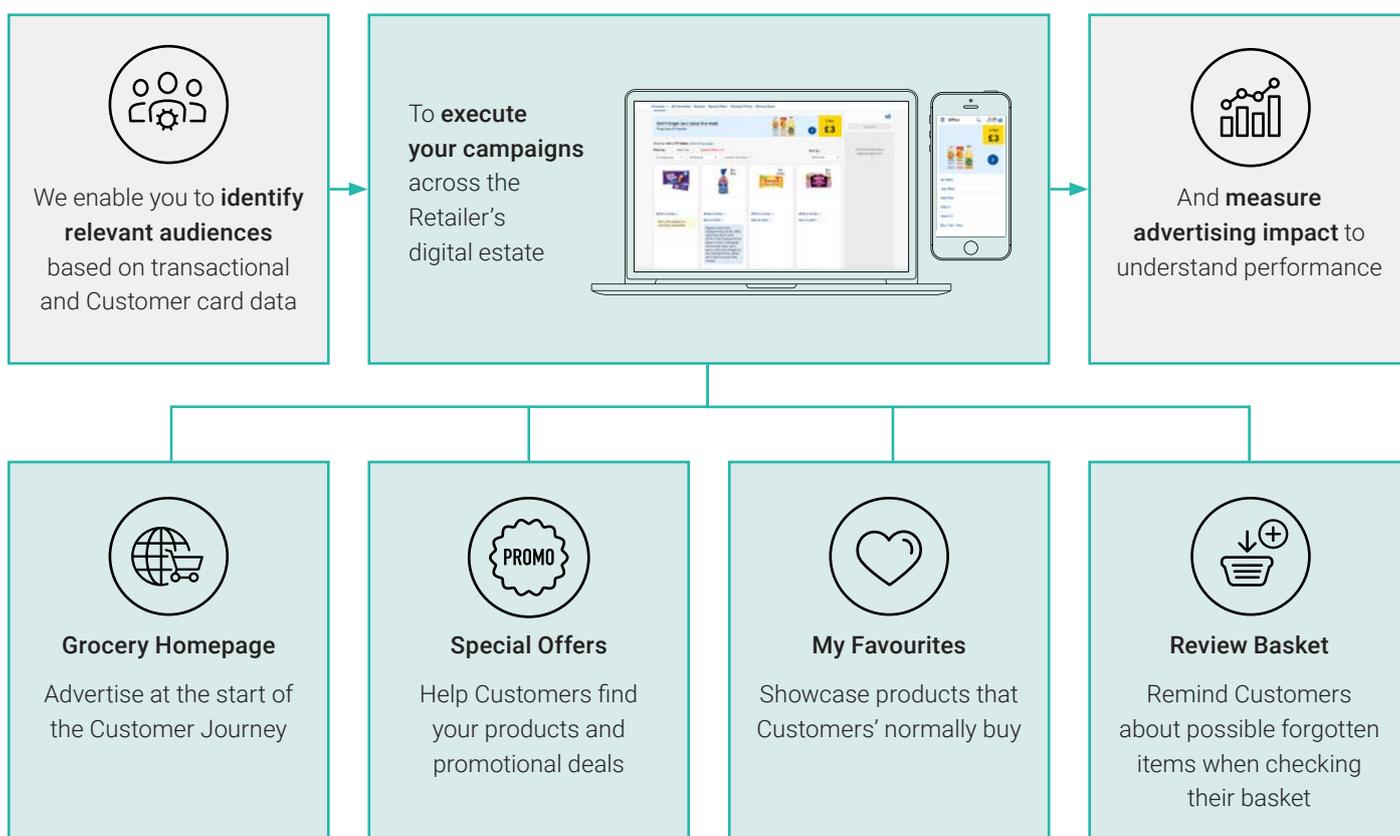
Leveraging the power of dunnhumby media's industry-leading Customer Data Science, we eliminate the problem of untargeted advertising by enabling you to build highly specific audience profiles that map directly to your brand and category marketing aims. Audiences can be created using brand, product, and category purchasing data, before being further refined via Retailer segmentations including Customer demographics and Retailer loyalty values.

From retention to brand awareness, Digital Onsite Display helps you find the right Customers and reach out to them with precisely targeted campaigns that maximise return on advertising spend.

Extend your reach without losing focus

If you want to reach the same highly-targeted audiences away from Retailer-owned media, dunnhumby media's Digital Offsite solution offers everything you need. Audience segments used in Digital Onsite Display can be used for ad campaigns across the open web and on platforms including **Facebook and Google Display & Video 360**.

How it works

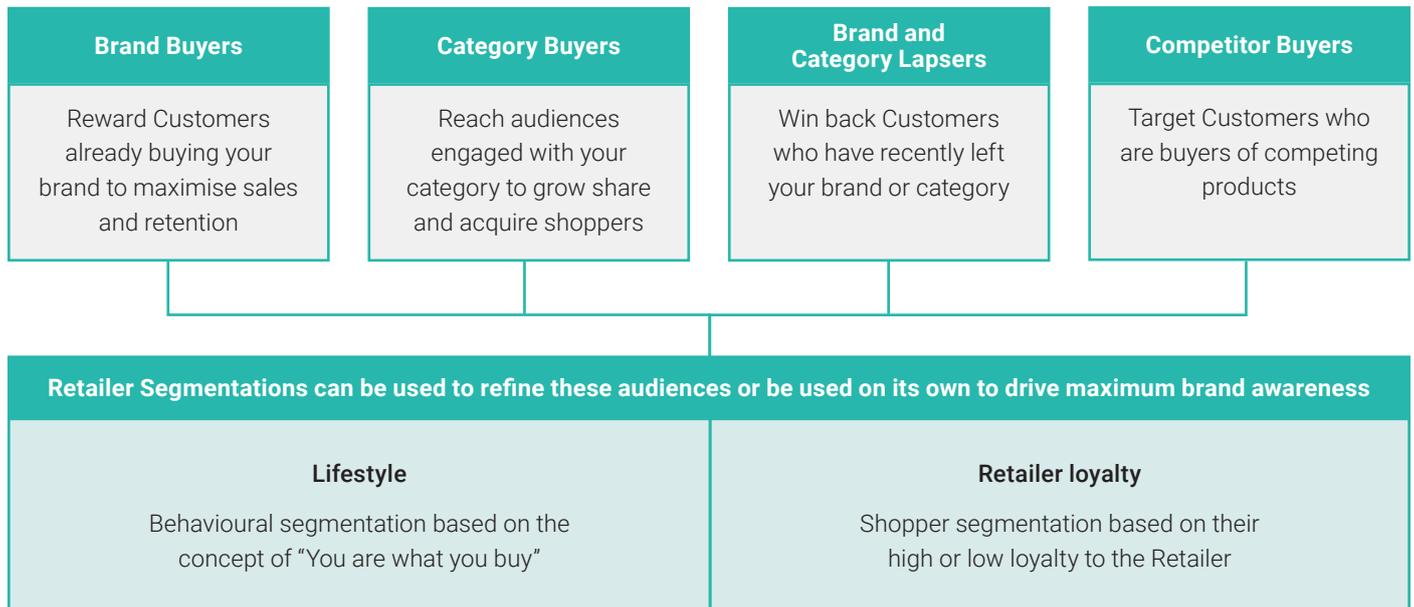


¹Bridging Grocery's Digital Divide – Deloitte, 2019

²During the coronavirus, web traffic spikes for grocery retailers – Digital Commerce 360, 27th March 2020

³2020 eTail Report

A catalogue of audiences tailored to meet your brand and category goals



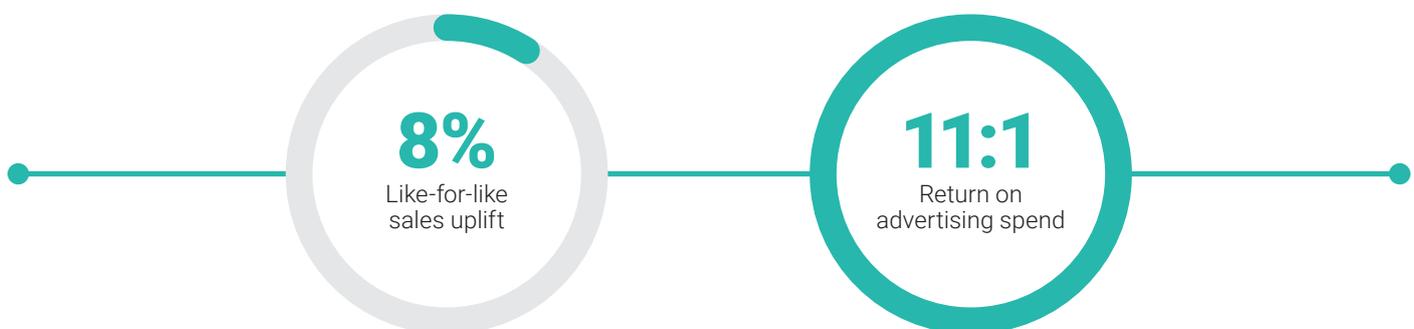
Closing the loop on advertising effectiveness

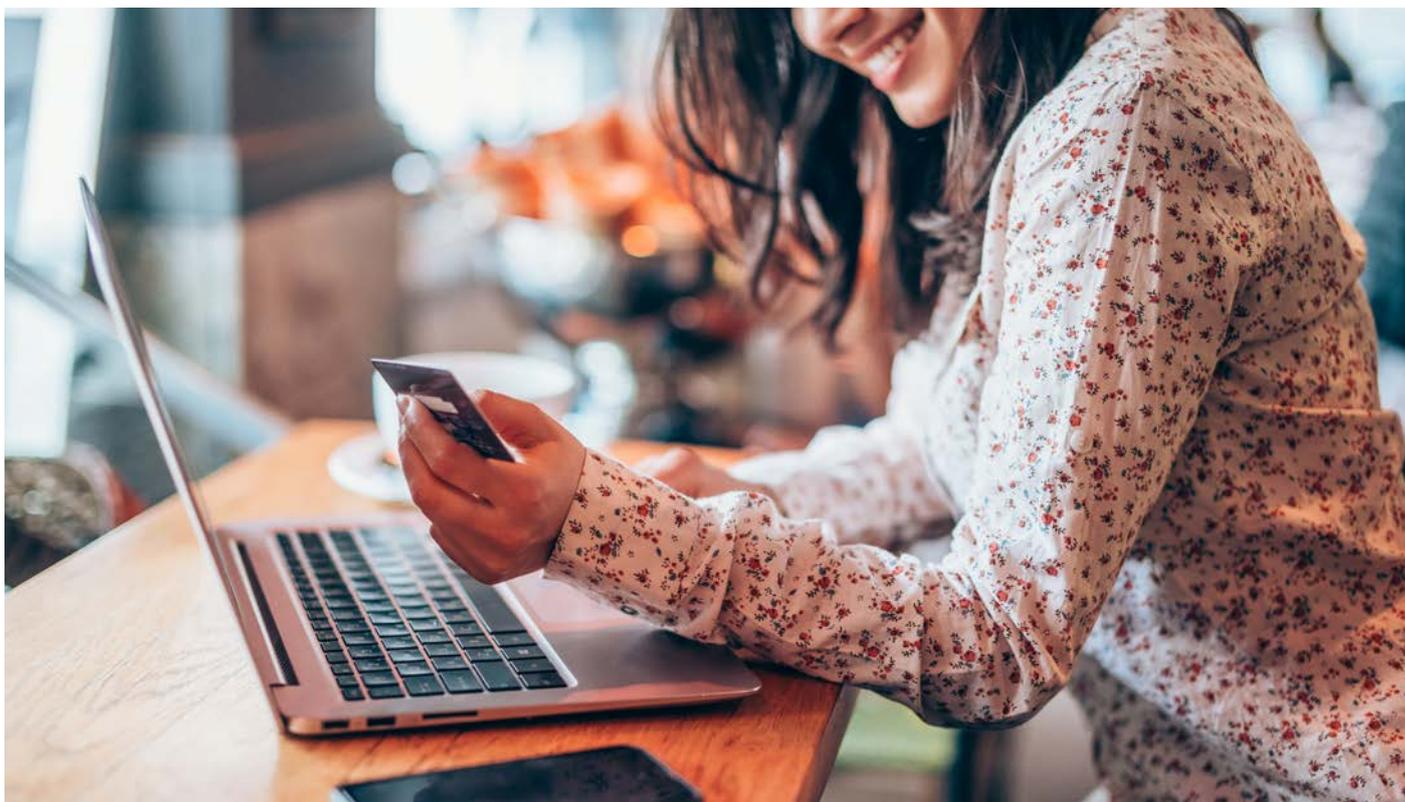
No matter which channel you're investing your advertising budget in, you need to know that the money you're spending is delivering an effective return. Digital Onsite Display takes the guesswork out of that process with enhanced reporting that tracks key conversion metrics like impressions, click-to-rate and return on ad spend.

By placing your ads at key locations on a Retailer's digital channels, you're able to see the direct link between what you do and how Customers respond. A clear line from ad to sale, no matter whether that happens online or in-store. Not only do we make it easy to reach specific audiences, we can help you demonstrate the precise impact of your advertising activity – giving you the insight you need to refine future activities for even stronger results.

Our work in action

Using Digital Onsite Display, a leading global laundry brand achieved:





Why choose dunnhumby media?

For more than 30 years, dunnhumby has been at the forefront of helping Retailers and Brands build better connections with their Customers. We use insights based on actual behaviours to help our clients create Customer First media programmes that deliver exceptional Retail experiences that drive sustainable commercial growth.

As well as our unparalleled data science expertise, our clients choose us for:



Our strong Retail relationships

We work with more than 75 of the world's largest Retailers, providing our Brand clients with valuable partnership opportunities.



Our proven track record

We've helped some of the world's best-known consumer packaged goods companies achieve exceptional results in sales and loyalty.



Our consultative approach

We offer no obligation consulting and fit around your objectives; we deliver against your challenges, not generic industry problems.

dunnhumby

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 2,000 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