



# Personalised Offers

Drive value by putting personalisation at the centre of your promotions.

Offers go a long way to creating a great Customer experience. 75% of shoppers today say that they like receiving offers from Retailers, and 61% suggest that being surprised with a deal is one of the most important ways a Brand can interact with them.<sup>1</sup> At the same time, personalisation is key – 44% of shoppers say that they will likely become repeat buyers after a personalised shopping experience.<sup>2</sup>

Personalised Offers from dunnhumby enables Retailers to meet rising expectations around personalised promotions. Employing dunnhumby's world-class data science capabilities, Personalised Offers allows you to deliver highly-targeted offers to Customers across every channel you own, creating a better experience for them that drives sales uplift and loyalty for you.

## Our approach can help you:

### Keep Customers engaged

Use insights from shopper behaviour across on- and offline channels to deliver relevant rewards that Customers will love.

### Increase conversion rate

Use personalised incentives to attract Customers to try new categories and products and to encourage them to buy more for additional sales uplift.

### Attract investment from brands

Partner with Brand advertisers to help showcase their products to the right Customers and generate revenues from ad spend.

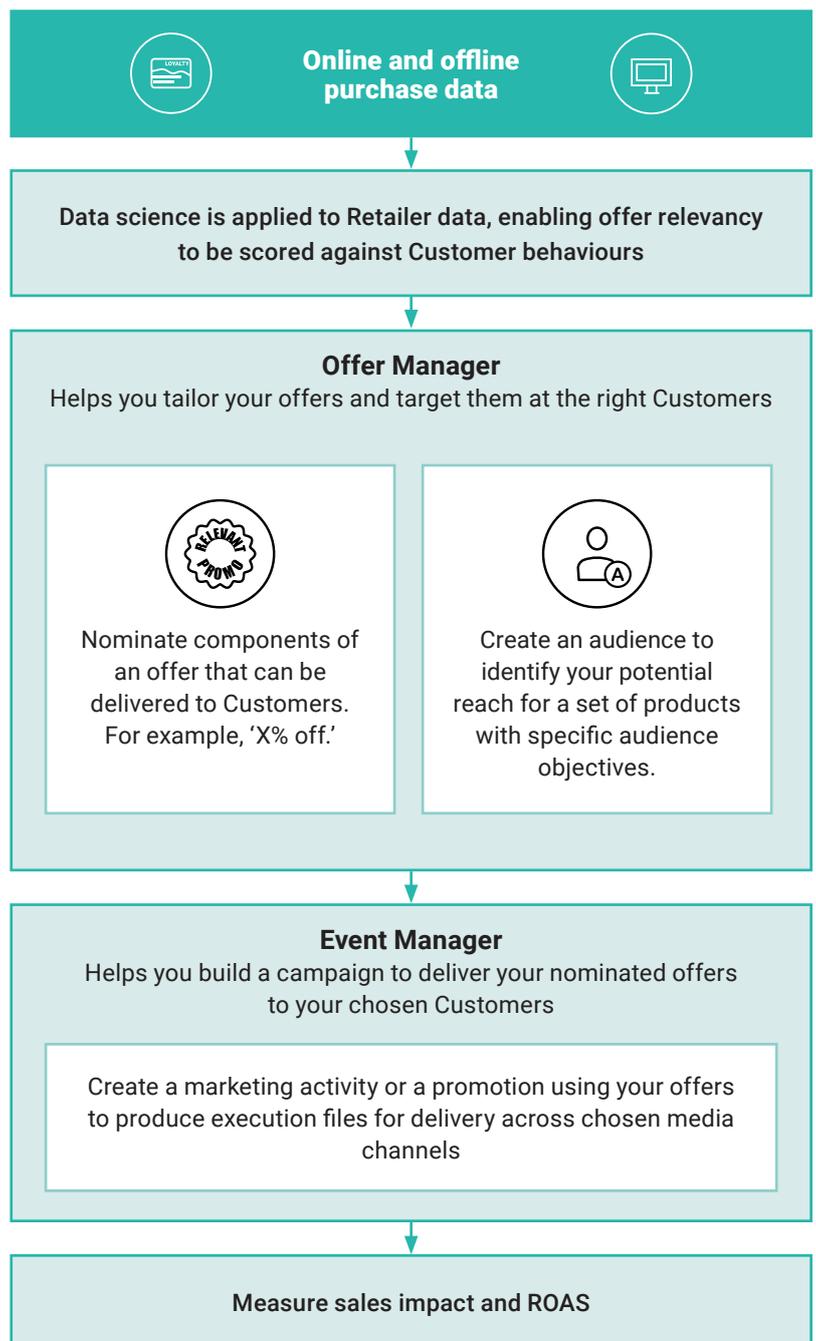
# Deliver Personalised Offers at incredible scale

Every Customer is an individual and wants to be treated as such. While digital and physical channels have given Retailers and Brands a greater opportunity to engage shoppers with offers more than ever before, untargeted messages that promote irrelevant products prove to be distracting – and ultimately detrimental – to the Customer experience. As a result, Retailers need to blend personalisation with expansive scale, delivering highly relevant offers to shoppers across a multitude of platforms.

Personalised Offers is dunnhumby's answer to that challenge, giving Retailers everything they need to deliver highly-relevant promotions that meet specific shopper and product marketing goals. Using advanced predictive science, Personalised Offers evaluates Customer purchasing propensity in order to inform which offers will be delivered to which shoppers.

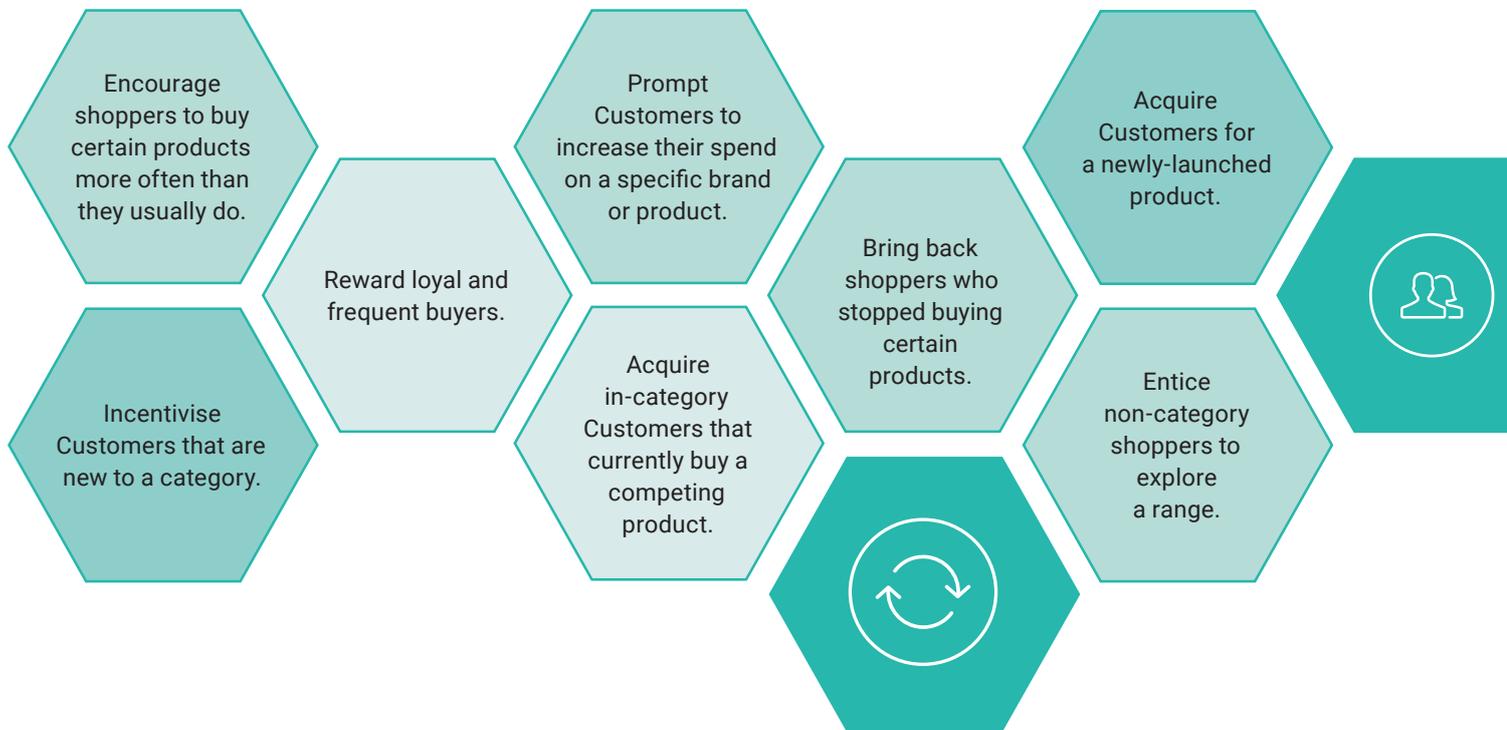
## The science behind Personalised Offers

Personalised Offers makes use of predictive science that enhances personalisation by correlating a range of information related to shopping behaviours. Leveraging machine learning techniques, we analyse purchasing cycles, cross-shopping, purchasing frequency / recency, spend and other factors in order to generate a continual flow of relevant offers for each Customer. These recommendations can then be clustered to create specific audiences, each of which can be mapped to business and marketing objectives.



# Meet product marketing objectives to drive loyalty and sustainable growth

Personalised Offers has been designed to help achieve specific shopper and product marketing objectives that range from getting Customers to try new products to bringing back shoppers who have stopped buying certain items. By matching the right Customers to the right goals, Personalised Offers can:



## A self-service platform provides major advantages to everyone involved

Our self-service technology provides everything needed to automate planning, collaborate with CPGs on the submission of offers, configure targeting options, and allocate offers to different campaigns.

This gives retailers the ability to launch as many campaigns as they need and to manage them head on depending on their business objectives, schedule, and budget. While also providing the option for Brands and Agencies to access a targeted and measurable advertising platform, one that they can use to reach Customers across the product sales funnel.

### Retailer commercial

Improve the planning process using deep insight to deliver sales growth and revenue.

### Retailer marketing

Drive value using data science to build high-intent audiences and predict every Customer's probability of buying a product.

### CPG commercial

Obtain transparency over promotional investments by increasing visibility and responsiveness of promo performance.

With offer redemption tied directly to on- and offline sales, Personalised Offers provides retailers and brands with certainty around advertising spend – helping Retailers to drive sales, improve the Customer experience and maximise the value of their loyalty data and digital shelf-space all at once.



## Our work in action

Using Personalised Offers, one leading European multi-format Retailer achieved:

**100k**

Monthly active users

**2%**

LFL sales uplift

**£13:1**

Redemption rate on offer

**4:1**

Sales to cost ratio

## Why choose dunnhumby?

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 consultative approach

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



### Our ability to deliver

Our products and solutions have given Retailers around the world the power to create better, more valuable Customer experiences.



### Our extensive reach

We work with more than a thousand of the world's leading consumer Brands, helping our Retail clients attract advertising investment.

# 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](https://dunnhumby.com)