



Personalised Offers

Treat customers as individuals, at scale.

dunnhumby's Personalised Offers solution allows retailers to individualise their promotions by serving targeted offers or coupons funded by your CPG manufacturers.

Advertisers can use dunnhumby's intelligent media platform to deliver highly relevant offers aligned to their specific marketing objectives for every current or prospective Customer.

By individualising your offers, you'll be able to win back inactive Customers, recapture abandoned purchases or simply build loyalty to increase conversions and augment sales.

RETAILER

Key challenges and questions

Customer experience plays a pivotal role in Customer loyalty and satisfaction. To highlight this point, a report by Epsilon identified that 80% of Customers are more likely to buy from companies that personalise experiences. ¹

For instance, consider your own shopper needs. You want to be informed about offers of interest that can save you time and money. You're less likely to be interested in random, and disruptive advertising that simply wants your cash.

In response, leading retailers are choosing to implement Customer-first strategies by embracing the power of data science and delivering omnichannel experiences that are personalised too.

Yet, while many Retail marketing teams may talk about personalisation, most struggle to understand Customer behaviour making it a tough challenge. As a result, merchants often fail to realise ROI from their personalisation programs.

1. Epsilon, The power of me: The impact of personalization on marketing performance. (January, 2018)

Enhance Customer loyalty and brand perception:

- How do I help Customers save money on the promotions that are relevant to them?
- How do I create a program that enhances Customer lifetime value?
- How do I reach the appropriate Customers in line with my business plans?

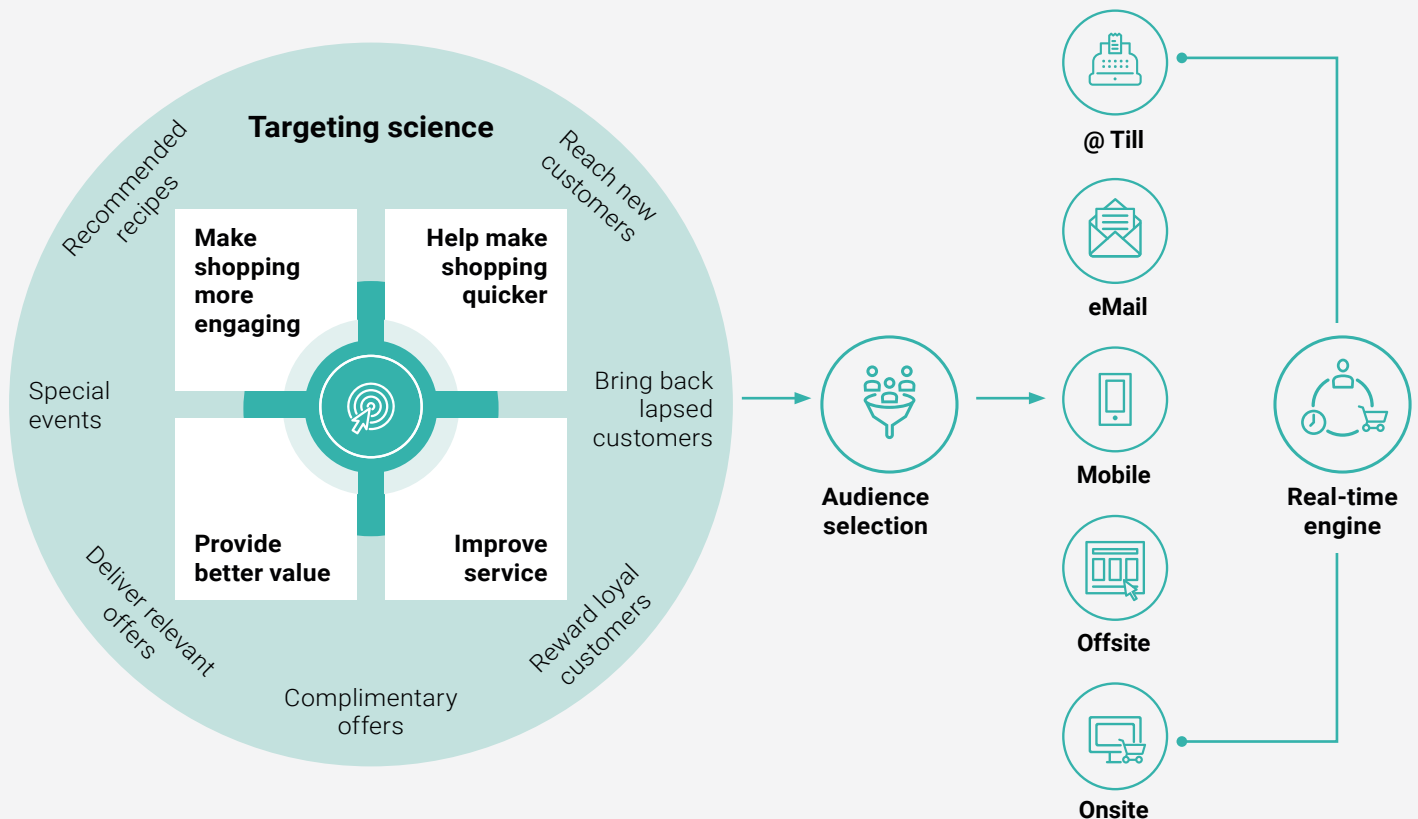
Improve like-for-like sales:

- How do I increase the conversion rate of promotions that are on offer?
- How do I reduce friction on the shopper's path to purchase?
- How do I drive incremental purchases to the shopper's basket?

Increase return on investment:

- How do I fund the offers I promote with a base of suppliers?
- How do I target a campaign based on what I'm trying to achieve?
- How do I provide a full evaluation of each campaign to improve the effectiveness of advertising over time?

Personalised Offers are adapted to the unique preferences and behavior of your Customers



What we offer to solve these challenges

dunnhumby's Personalised Offers solution helps retailers to ensure that every Customer receives the most relevant adverts through their own channels. By nominating promotions against targeting objectives, you can run a multi-offer loyalty program funded by your CPG manufacturers to drive Customers to act.

Features

- **Run 'always-on' campaigns** predicting what Customers will buy next in the purchase moment using relevancy science.
- Select a target audience and **identify your potential reach and purchases.**
- Design campaigns around your retailing trade goals to be **supportive of multi-buy, money off and other initiatives.**
- Product ranking is by relevance, but you can **reprioritise promotions based on your business logic.**
- **Customise delivery** even further with options, such as product exclusions, suppression of media channels.

dunnhumby provides grocery retailers with a fully connected set of personalisation solutions that includes:



Personalised Display

Deliver display advertising across your e-Commerce platforms by offering native, non-interruptive advertising. Extend personalisation to engage Customers across channels (display, native, video) and device (desktop, mobile) for a cohesive experience.



Digital Recommendations

Provide recommendations to inspire and enhance product purchases using personal recommendations. Help remove the frustration from everyday decision-making, meal planning, and swapping ingredients for the best option available.

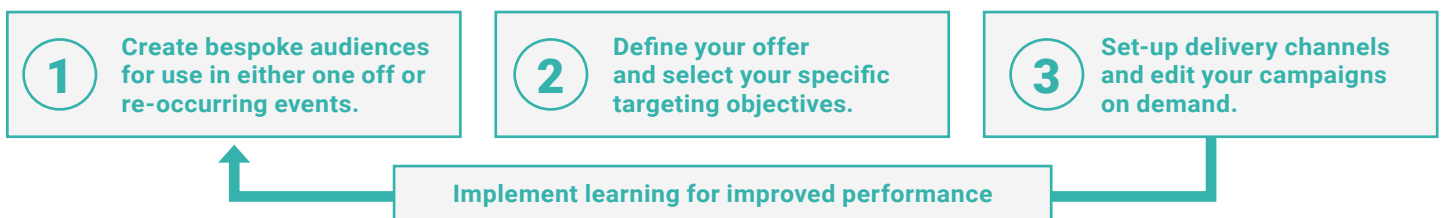


Personalised Offers

Re-enforce Direct Marketing efforts using highly targeted promotions across all your in-store and offsite media channels.

How it works

dunnhumby will work as a technology partner to understand your business and data needs to meet your requirements. We offer the tools, support and relationships to engage with thousands of brands. Our technology roadmap is being constantly updated and optimised by adding new onsite advertising functionality.



Create promotional campaigns that support the following targeting objectives:



Frequency

I want to encourage my shoppers to buy my products more often than they usually buy.



Reward

I want to reward or offer a discount to my most loyal Customers.



New customers from outside the category

Encourage category customers to buy products who don't currently buy them.



Average Spend

I want to encourage shoppers to buy more of my brand than they usually buy.



Recovery

I want to bring back shoppers who stopped buying my products.



Launch

I want to acquire Customers for a new product that I have just launched.



New customers from outside the category:

Encourage non-category customers to buy your products who don't currently buy your brand.



How effective is it?

A leading European multi-format retailer

A leading European multi-format retailer was suffering from shopper abandonment along with a drop in the frequency of visits because of aggressive promotional activity by rivals.

dunnhumby helped build a Customer loyalty program to offset this trend. The program involved sending 6-personalised offers to 700,000 Customers each month via mail and app across food, non-food and new products.

100K
active apps
users monthly

45%
Customer
participation

32%
redemption
on offers

2%
LFL sales
uplift

4:1
sales to
cost ratio

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