

# Who we are

Sector experience in Retail Pharmacy

## What we do

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.

For 30 years, we've partnered with businesses around the world to use Customer Data Science to increase revenue and profits by delivering exceptional experiences for their Customers.

With deep expertise in Retail Pharmacy, we understand the unique needs of your Customers. These insights are balanced against the competitive and regulatory influences in order to frame and maximise the opportunities in your business. As the industry continues to evolve, dunnhumby draws upon its global network to relentlessly drive innovation in our solutions to achieve your strategic goals and objectives.

## Global clients



## How we do it

We create Customer First solutions built upon a rich understanding of your Customers from loyalty and price sensitivity through to preferred shopping missions and lifestyle.



# How we do it

Our unique mix of technology, software, consulting and media transforms organisations by putting the Customer First.



## The dunnhumby difference



**30 years' experience** driving business transformation with a global team of over 2,000 experts in 46 offices



dunnhumby's range of products and services are **built and tailored to the Retail Pharmacy industry** in order to best meet the unique requirements and demands of its Customers



Pioneers in **Customer Data Science** with 500+ data analysts and scientists; partnering with leading academic institutes to deliver the latest innovation



**Insight to action to results with the right partner** – we don't just consult, or just deliver tools – we embed Customer Data Science and will help you make it happen



An **unparalleled combination of technology, software, consulting & media** are built upon extensive experience working with **70+ retailers and 1,000+ brands** around the world



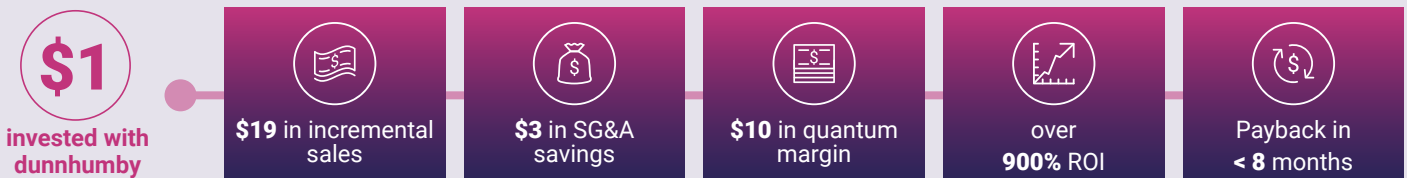
We help clients build **profitable, sustainable supplier engagement models** based on experience across multiple markets



We were able to move to a Customer-centric category management. We used to look at sales information only, now we look at Customer data to decide new strategies for the category. For me, that is the biggest transformation that we have achieved so far.

**- Marcello De Zagottis**  
Raia Drogasil VP Commercial & Marketing

## Investment in Customer First delivers sustained long-term sales growth



## dunnhumby

### THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

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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 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**