



# Store Media

Unlock the true potential of your in-store assets

When you want to highlight your products to shoppers with a high chance of making a purchase, few channels offer the same kind of opportunities as Store Media. With shoppers already intending to buy, and many looking for promotions and inspiration, Store Media can help connect your product messages with the perfect audience.

dunnhumby media's Store Media proposition uses industry-leading data science to help you get your products in front of the right shoppers at the right time. Using shopper insights, we can help you create memorable Store Media campaigns that make use of the most appropriate channels and locations to reach your ideal Customers.

Our approach can help you:

## Build stronger Customer relationships

Communicate your value, showcase new products, and inspire Customers with helpful and relevant Store Media content.

## Drive stronger sales

Drive purchasing behaviour with consistent, tailored Store Media content that supports long-term sales uplift.

## Maximise return on advertising spend

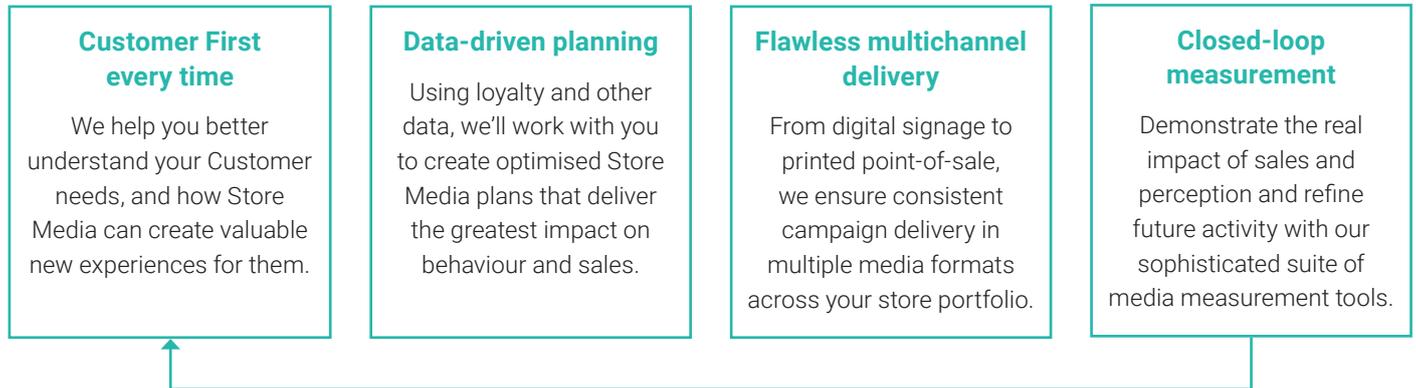
Gain the confidence you need that your advertising spend is delivering real results with closed-loop measurement.

# A Customer First approach to Store Media

Just like any other form of advertising, the more tailored and relevant your Store Media campaigns are, the better they'll resonate with Customers. At dunnhumby media, we use data from Retailer loyalty schemes to help you better understand shopper behaviour, delivering the insights you need to identify relevant audiences and the best ways to connect with them.

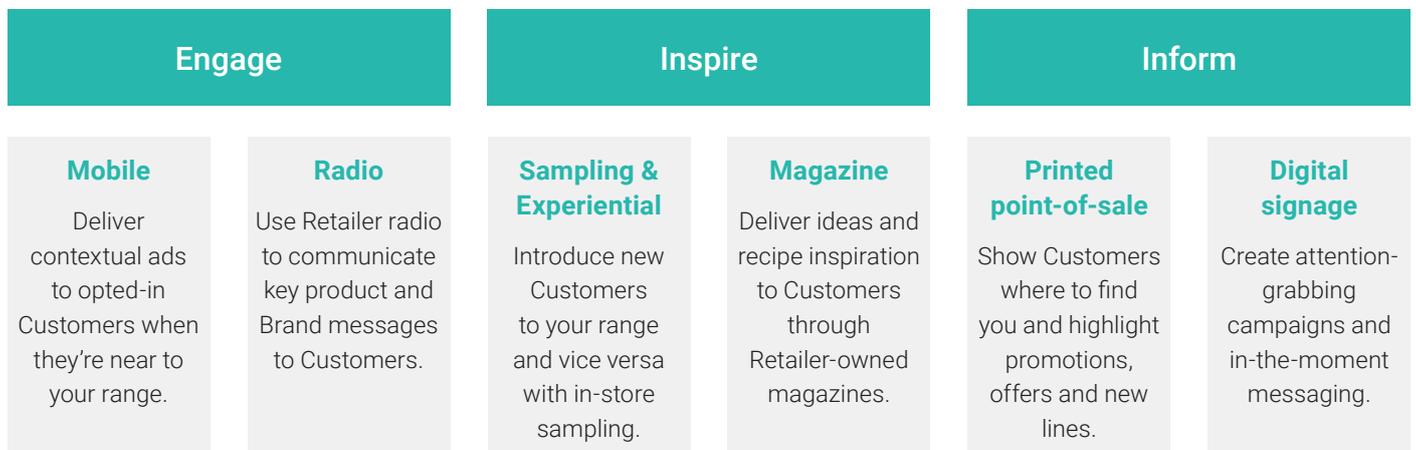
Our end-to-end solution takes you all the way from audience understanding to campaign delivery and refinement.

## How it works



## Seamlessly delivered across multiple formats

Store Media offers a wide range of ways in which to reach out to Customers. We focus on helping you deliver effectively and consistently, no matter the medium.



## Our work in action

One leading energy brand drink chose dunnhumby media to increase market penetration and encourage sales amongst new Customers:



**2.2m**

customers reached  
in 3 weeks



**7.7%**

product sales uplift during  
the campaign period



**57%**

of customers had not  
previously purchased  
the product



**3.2%**

sales uplift after the  
campaign period

## 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 shopping experiences and long-lasting value for all parties.

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



### Our unparalleled Retail experience

We're trusted, longstanding partners to some of the world's best-known consumer packaged goods Brands and grocery Retailers.



### Our proven track record

We've delivered hundreds of highly successful Retail Media programmes that have helped Brands around the world drive sales and win customers.



### Our measurable impact

Our closed-loop approach to measurement and reporting shows you the direct link between ad spend and purchase behaviour.



# 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 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.



Connect with us to start the conversation

**[dunnhumby.com](https://dunnhumby.com)**