



Store Media

Attract shopper interest and create positive brand sentiment.

Even with the growth of online sales, stores continue to be where the overwhelming majority of Customers complete their shop. Store Media can help Customers to quickly navigate your stores, explore product ranges, find inspiration for fresh meal ideas and treat themselves to new products and impulse purchases.

Brands are increasingly investing in Store Media to support traditional media channels like television, newspapers and posters. Store Media can generate incremental revenue for retailers through the combined use of printed point-of-sale, digital signage, sampling and experiential, and customer magazines.

dunnhumby's Store Media proposition provides an end-to-end solution from strategy to activation. By harnessing the power of Customer Data Science to identify customer groups and the most relevant stores, we can ensure that Store Media supports and amplifies your seasonal and trade marketing objectives.

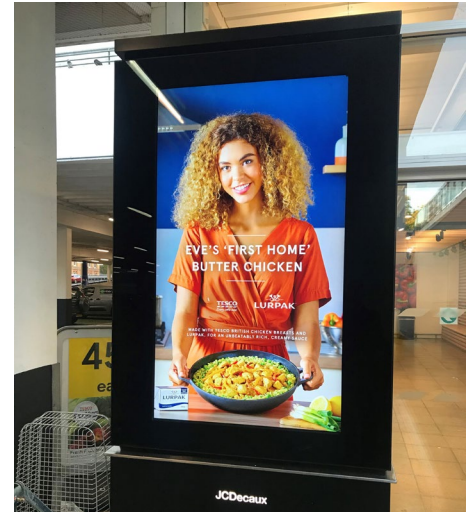
RETAILER

Key challenges and questions

Customers expect better, more relevant and helpful experiences from the stores they visit. The store environment for Customers shopping for grocery and toiletries can easily become a sensory overload with thousands of products to choose from, stacked displays and a host of promotional messages. Consistent, relevant, timely messaging can help simplify the store experience. Retailers need to be able to adapt their Store Media strategy to reflect changing Customer mindsets and needs, ranging from day-to-day value to searching for inspiration around seasonal events.

Brands want to invest their budgets with retailers that offer creative, agile solutions with transparent ways of working and accountable measurement. They are looking to optimise store selections and understand brand and category sales uplift.

Retailers who can manage their Store Media effectively can gain a competitive advantage, differentiate their Customer experience and generate incremental media revenue.



Enhance customer loyalty and perception:

- How do I deliver relevant store experiences that can help create a competitive advantage?
- How do I make my stores feel more welcoming?
- How do I turn new customers into long-term advocates?

Improve like-for-like sales:

- How do I identify the optimal stores to activate in to support my trade initiatives?
- How do I co-ordinate my Store Media across all my store formats with a consistent look and feel?
- How can I encourage increased footfall without having to spend significantly on traditional media?

Increase revenue from owned media:

- How do I best commercialise my Customer data and optimise the use of my store estate?
- How do I use Customer and Category insight to support my trade objectives?
- How do I structure campaign evaluations to improve the effectiveness of my Store Media over time?

What we offer to solve these challenges

dunnhumby provides full service campaign management to plan, create, activate and measure Store Media campaigns. We can:

- Use our data analysts and tools to help **identify customer groups and the optimal stores** to activate campaigns.
- Deploy and **optimise all Store Media campaigns** efficiently across your store estate.
- Ensure relevant Store Media is deployed throughout the store to **help Customers quickly select products and buy additional items.**
- Demonstrate **the effect on brand and category sales.**
- Draw on years of experience **selling and delivering Store Media in major global markets** to hundreds of brands and agencies.

Our Retail Media offering provides an end-to-end solution:



Shopper Insights:

Better understand Customer behaviour to help create media plans that encourage brands to support and amplify your seasonal and category objectives.



Customer Data Science:

Reach Customers in a buying mindset and ensure the messages are relevant and timely.



Media Delivery:

Leverage integrated tools to run and deliver consistent campaigns across all Store Media and other retail media channels.



Client Services and Ad Ops:

A client service team to share knowledge, insights, best practice and innovation.



Sales and Partnerships:

Increase your media revenue through a dedicated sales team and our long-term relationships with leading brands and agencies.

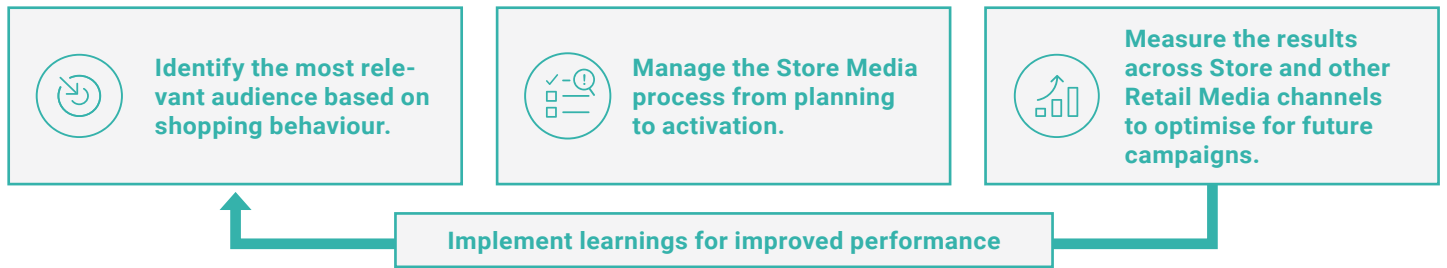
We can help you

dunnhumby empowers retailers to manage their Store Media more effectively.

- **Improve your relationship with Customers** by using Store Media to help them make informed decisions more quickly, and create memorable experiences for seasonal and category events.
- **Drive sales** by identifying key Customer groups and tailoring Store Media content to support their needs.
- **Grow media revenues** through the application of insight and evaluation, plus the support of accountable compliance reporting and innovation.

How it works

dunnhumby works as a partner to understand your business needs and data. We offer the tools, support and experience to work with hundreds of brands. We provide an end-to-end solution.



dunnhumby's Store Media can support your Customer and trade objectives:

- Printed point of sale**
Help customers find the best deals and new products quickly and easily.
- Sampling and experiential**
Give customers the opportunity to try new food and drink products for free and create memorable seasonal experiences.
- Mobile**
Contextual ads to opted-in Customers triggered by their location in proximity, or within stores.

- Digital signage**
Create attention-grabbing, data-triggered, agile, tactical campaigns that can address differing customer mindsets throughout the store.
- Radio**
Broadcast your campaign across the store with timely, relevant messages that reach Customers beyond the visual impact of point-of-sale.
- Magazine**
Reward Customers with great content they can read at their leisure.

How effective is it?

Dunnhumby's management of Store Media for a global grocery retailer market, based on 1000+ campaigns for 200+ brands led to:

9.9%
average sales uplift

+10%
new customers acquired

+21%
re-activation of lapsed customers



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