



# Store Media

Unlock the true potential of your in-store assets

**When a Customer visits your store, you have an opportunity like no other to engage, inspire, and inform. From point-of-sale to sampling, digital signage to magazines, Store Media gives you the opportunity to provide Customers with useful and relevant information at one of the most crucial moments on their shopping journey.**

dunnhumby media's Store Media proposition uses industry-leading data science to turn in-store media assets into powerful communications channels. By putting shopper insight at the heart of your planning, we help you deliver the right campaigns in the right locations, improve their effectiveness, and make shopping faster, easier, and more enjoyable for your Customers.

## Our approach can help you:

### Create great Customer experiences

Help Customers make faster, better-informed product decisions, improve in-store navigation, and showcase relevant content and offers.

### Improve like-for-like sales

Drive purchasing behaviour with consistent, tailored Store Media content that supports Brand and category sales uplift.

### Deliver profitable returns

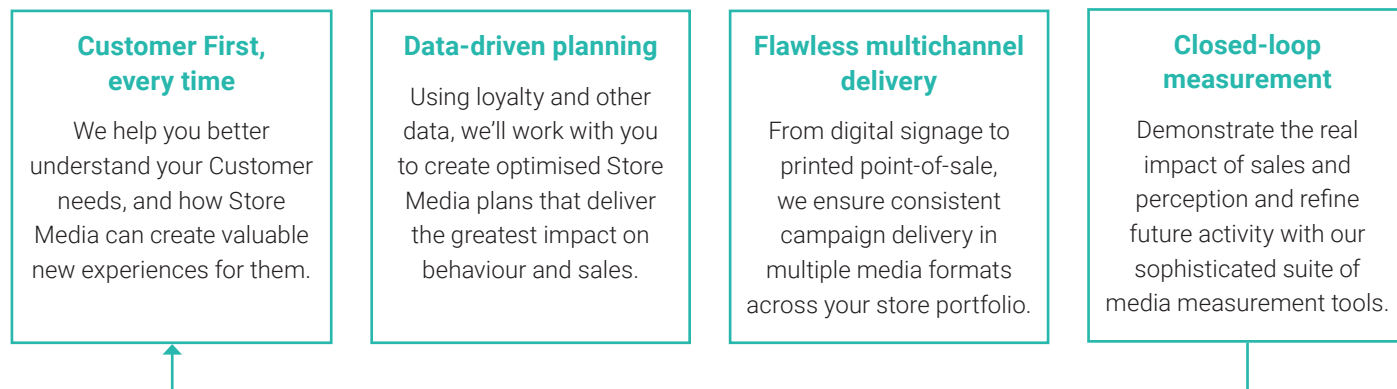
Offset the cost of Store Media and create high-profit new revenue streams by encouraging third-party advertising spend.

# A Customer First approach to Store Media

Just like any other form of advertising, the more tailored and relevant your Store Media is, the more likely it is to appeal to your Customers. At dunnhumby media, we specialise in using Customer Data Science to understand shopper behaviour, giving you the insights you need to identify key Customer groups and the best ways to reach them.

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

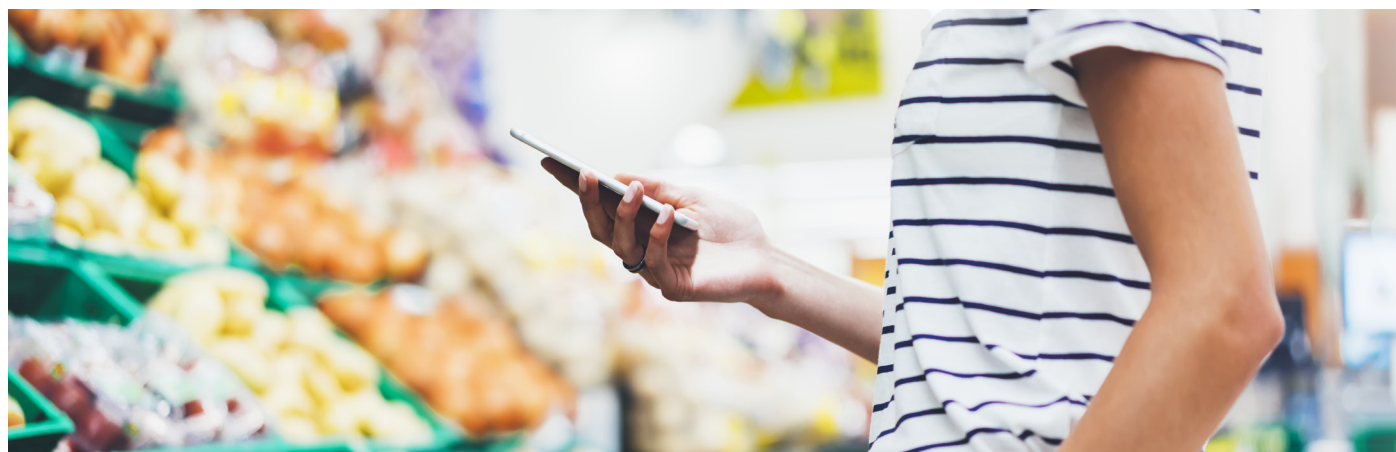
## How it works



## 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.

Engage		Inspire		Inform	
<b>Mobile</b>	<b>Radio</b>	<b>Sampling &amp; Experiential</b>	<b>Magazine</b>	<b>Printed point-of-sale</b>	<b>Digital signage</b>
Deliver contextual ads to opted-in Customers when they're near to your range.	Use Retailer radio to communicate key product and Brand messages to Customers.	Introduce new Customers to your range and vice versa with in-store sampling.	Deliver ideas and recipe inspiration to Customers through Retailer-owned magazines.	Show Customers where to find you and highlight promotions, offers and new lines.	Create attention-grabbing campaigns and in-the-moment messaging.



## 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



# 3.2%

sales uplift after the  
campaign period



# 7.7%

product sales uplift during  
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.

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



### Our strong Brand relationships

We work with hundreds of consumer packaged goods suppliers across the world, providing our clients with valuable advertising relationships.



### Our proven track record

We've delivered high-value Retail Media programmes for some of the global grocery industry's most recognisable brands.



### Our flexible approach

We offer no obligation consulting and fit to your needs; use our tools and expertise when you need them, not when we say.

# 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**