



# Helping Retailers and Brands connect with their Customers

dunnhumby **media**



# Welcome to the age of Retail Media

It's a new era for grocery retail, one in which data science and digital media are just as important to profitability as category management, pricing and promotions. The age of Retail Media is here, giving retailers and brands alike the power to build richer, more rewarding Customer relationships through seamless, highly personalised campaigns.

For more than 30 years, dunnhumby has been using data science to connect retailers and brands with their Customers, no matter where they are. Today, we provide some of the world's most recognisable names with the tools, technology and expertise they need to maximise their Retail Media investment.

## We're helping Retailers to...



Diversify their revenues and increase profitability.



Monetise their data in a way that benefits both advertisers and Customers.



Create highly-personalised campaigns that engage shoppers and boost loyalty and sales.

## And we work with brand advertisers to...



Maximise the return on their media spend.



Deliver highly targeted campaigns with first-party retailer data at their core.



Use deep insights to understand Customer behaviour across multiple channels.



# Advertising in a class of its own

Retail media is set for a stratospheric rise, and with good reason. Compared to “traditional” and “digital” forms of advertising, retail media can offer more precision, greater reach and a closed-loop model that allows campaigns to be evaluated based on the purchasing behaviour of real customers.

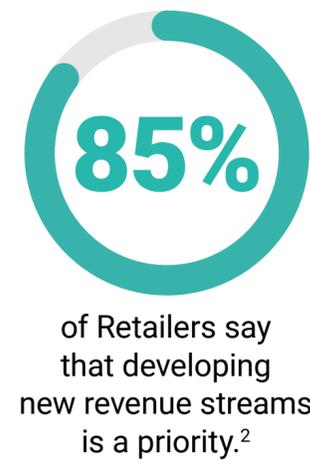
At dunnhumby media, being Customer First is at the heart of everything we do. With Retail Media, we use Customer insights from loyalty scheme data to create communications specifically tailored to their actions and behaviours. This helps retailers and advertisers to serve highly personalised content, predict behaviour and provide relevant offers that Customers are more likely to respond to.

## Traditional media vs retail media: the key differences

Traditional		Retail Media
Panel-based	← Customer Insights →	Loyalty scheme-based
Mass or segment based	← Audience Targeting →	One-to-one
Predominantly single channel	← Channel Execution →	Personalised omnichannel campaigns
Channel based media metrics	← Measurement →	Multichannel ROAS and uplift



## What could Retail Media do for you?



“[Retail Media is] allowing brand advertising to be more addressable, more actionable and more accountable.”

*VP of Commercial and Product Strategy*

“Given that retailers in general have massive pressure on profit, especially in online sales, being able to generate more revenue from media is high on the list.”

*Head of Pricing and Promotion, Category Management*

<sup>1</sup>Media monetisation worth over £1.7bn in unrealised potential to UK's grocery retailers, dunnhumby, July 2019

<sup>2</sup>The future of retail revenues must be data led, Forrester Consulting, November 2019

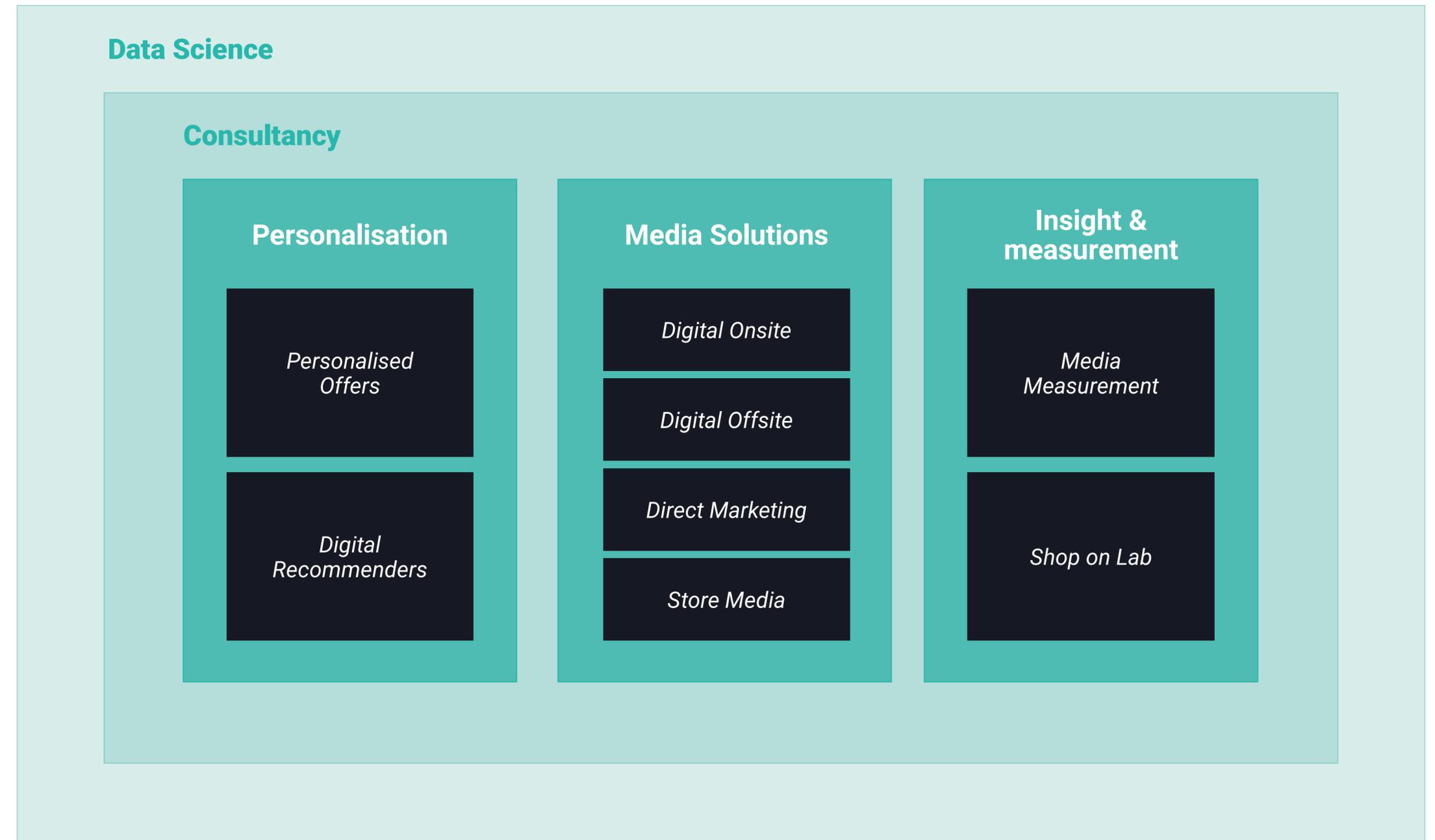
# The complete retail media package

A well-run Customer First Retail Media operation is always on. Purchasing data from one end of the sales funnel is used to hone and further personalise omnichannel campaigns at the other, resulting in a continuous cycle of learning, refinement and execution. We're intimately familiar with that cycle, and it's why dunnhumby media is set up to support you through every step of the way.

Our Personalisation products match the right audiences for the right products, while our Media solutions help you execute on that intelligence in the most effective way. Sophisticated Insight & Measurement tools make it easy to improve performance, sales and the Customer experience. And, last but not least, our Consultancy teams will help you maximise the potential of Retail Media in your organisation – from small tweaks to sweeping changes.

With everything we do underpinned by dunnhumby media's rich data science heritage and unparalleled industry expertise, we offer the complete Retail Media package.

## Our products and services

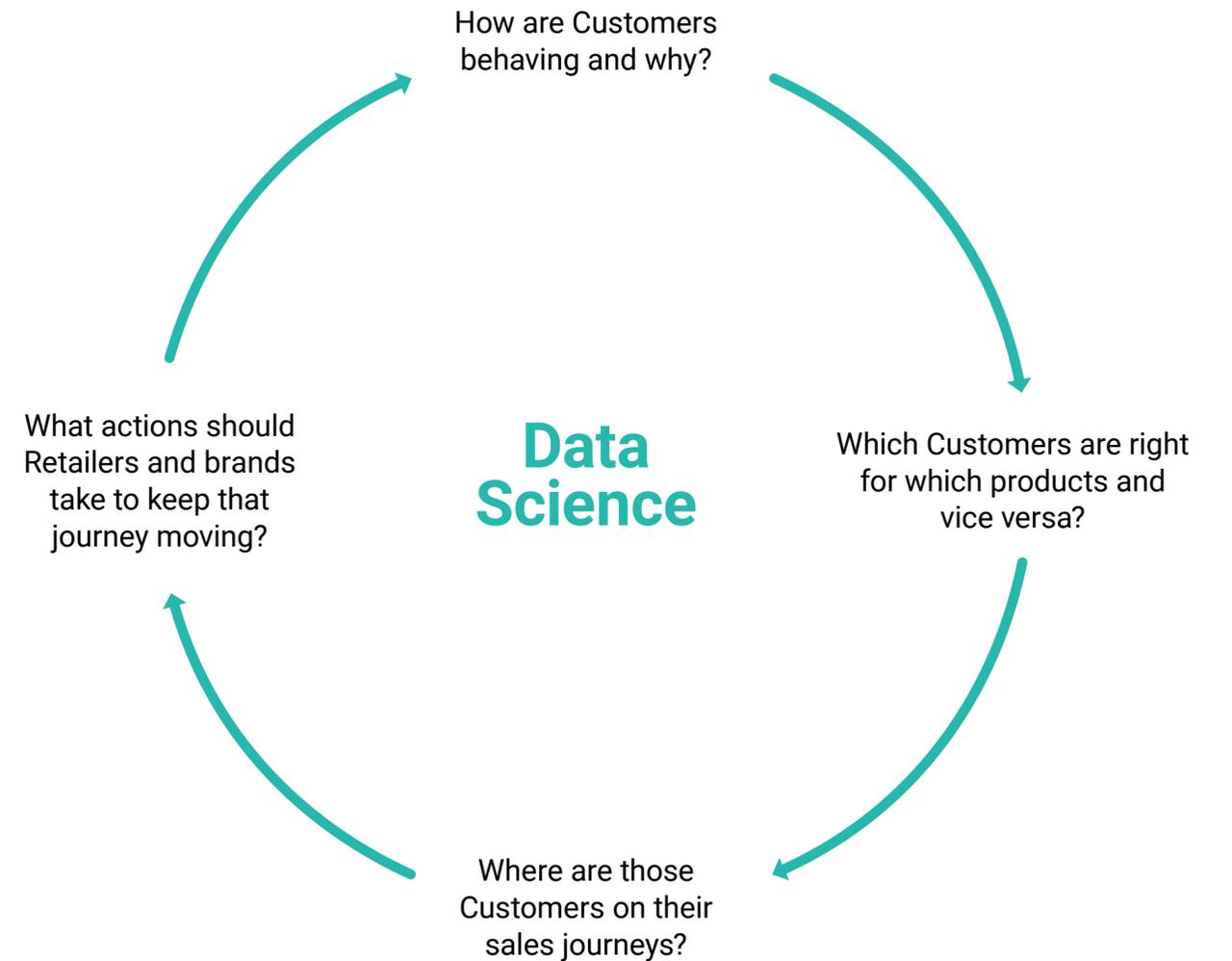


# Data science

At dunnhumby media, we apply data science to answer some fundamental questions about Customers and their behaviours. We look at the actions they take, why they took them, and – vitally – what they’re likely to do next.

We’re also able to match the “right” Customers to the right products. By understanding which Customers are relevant to which products and vice versa, we can help retailers and brands create targetable audience segments at every point of the sales funnel.

By analysing data in this way, we’ll help you build a comprehensive picture of which Customers to target, where they are on their buying journey and what their next steps will be. All of this helps us provide you with “optimised actions” – the best possible steps you can take to help maximise their lifetime value as Customers.





# Personalisation

## Personalised Offers

Using predictive data science, Personalised Offers helps you make smart decisions about which Customers to target based on behaviour, activity, and your end goal. Promotions are delivered across multiple channels and sent to Customers as often as you choose.



**Retailers**

Reach out to current, lapsed and prospective shoppers, encourage repeat purchasing behaviour and build an engaged audience for your advertising partners.



**Advertisers**

Target non-category shoppers, build loyalty with existing Customers and outperform your competition with highly-targeted promotions to predefined audiences.

- Results -

**4:1 sales to cost ratio**

*European multiformat retailer*

## Digital Recommenders

Online personalisation is now the rule, rather than the exception. Digital Recommenders addresses that need with predictive analytics that help you tailor web, app and email advertising to your Customers on a moment-to-moment basis.



**Retailers**

Capture your customer data and harness its true power, turning raw information into powerful ads that engage and inspire Customers at their most receptive.



**Advertisers**

Cut down wasted ad spend and work with your Retail partners to put your products in front of shoppers at the perfect time.

- Results -

**25% sales uplift**

*Large food and non-food retailer*



# Media solutions

## Digital Onsite

Maximise the value of retail eCommerce platforms by serving native, non-interruptive ads. Supporting homepage banners, favourites, search, special offers, basket, and checkout, Digital Onsite makes it easy to promote real-time ads to high-intent Customers.



**Retailers**

Transform your storefront and associated channels into a next-generation advertising platform. Diversify revenues and delight your advertising partners.



**Advertisers**

Promote your products to active users who are already at the point of purchase. Increase visibility and generate more opportunities to sell as shoppers search and browse.

- Results -  
**£11:£1 return on ad spend**

*Major laundry brand*

## Digital Offsite

Combining the rich depth of retailer data with the power of programmatic advertising, Digital Offsite helps you hit the right audience at the right time - across the open web and in walled gardens including Facebook, YouTube, Instagram, Sky, and Google Display & Video 360.



**Retailers**

Monetise the wealth of shopper data at your disposal and work with advertising partners to target highly-qualified audiences across the open web.

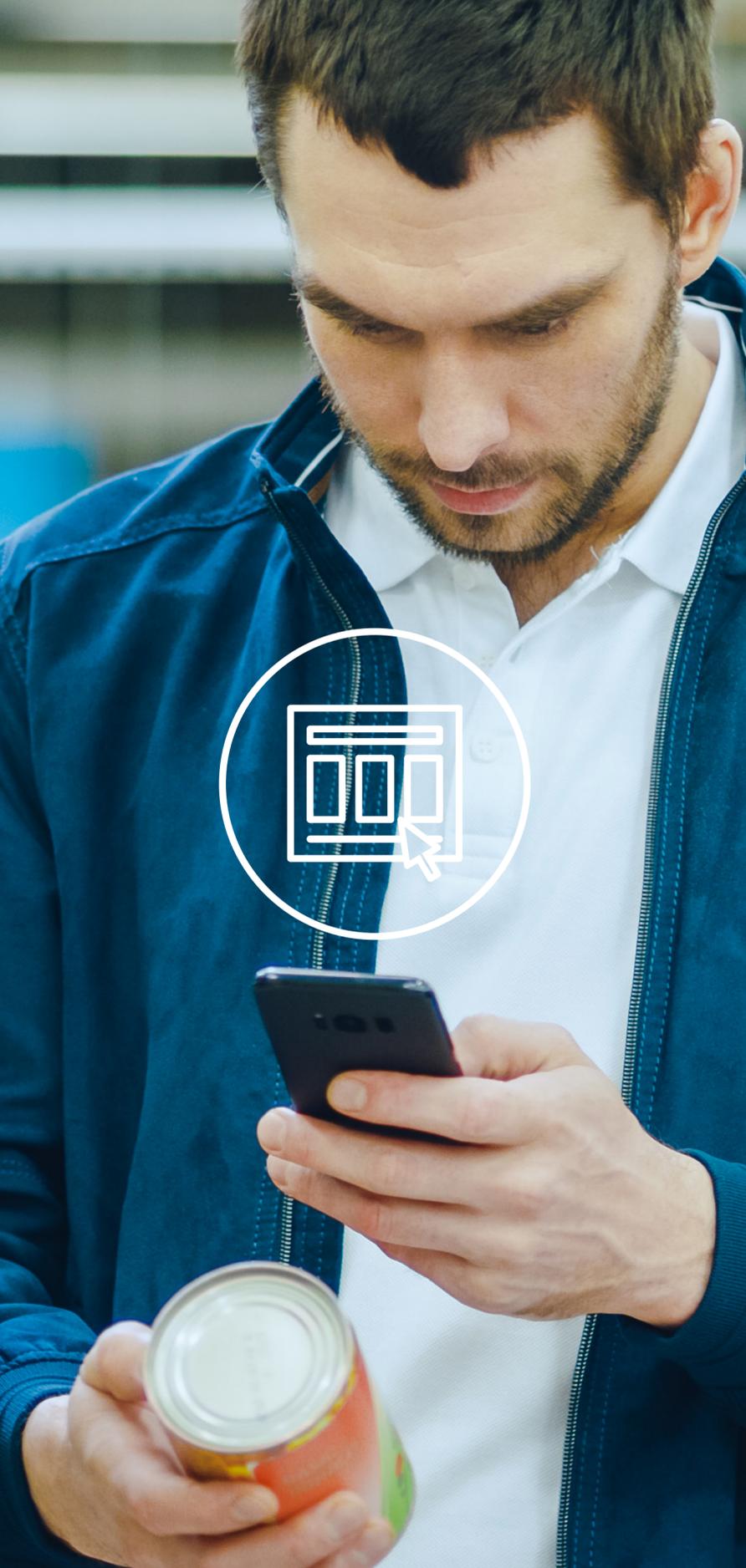


**Advertisers**

Capitalise on first-party Retailer data and target specific Customers, cutting down on inefficient programmatic ad spend.

- Results -  
**33% audience buy-in,  
£13:£1 return on ad spend**

*Leading alcohol brand*



# Media solutions

## Direct Marketing

When you need to deliver data-led campaigns in the most personal way possible, Direct Marketing can help you achieve your goals. Identify high-intent audiences and execute seamless mail, email, SMS and coupon-at-till campaigns for personalised offers that have pinpoint accuracy.



**Retailers**

Increase Customer loyalty with tailored, timely promotions, all while providing your ad partners with a highly scalable promotional platform.



**Advertisers**

Cut down on wasted spend and cut through the clutter with impactful promotions that use first-party Retailer data to get your messages to the people that matter.

- Results -

45% participation,  
32% redemption rate

*Coop Norge*

## Store Media

From point-of-sale advertising and digital signage, to sampling and experiential activities, we can help you optimise the effectiveness of your in-store activity. Make use of our best-in-class data science to activate memorable and relevant Store Media campaigns.



**Retailers**

Strengthen your relationship with Customers by delivering timely and relevant inspiration in the form of recipes, seasonal ranges and category events.



**Advertisers**

Stand out from the crowd with effective communication of price promotions, exclusive offers and other key information right in front of your products.

- Results -

7.7% sales uplift  
57% new customers

*Prominent energy drink brand*



# Insight & Measurement

## Shop on Lab

Dive deep into your own data and generate real-time recommendations to improve campaign performance. Cutting edge data science meets self-service portal in Shop on Lab, dunnhumby media's best-in-class analysis tool.



**Retailers**

Explore ad performance across audiences, channels, content, and scheduling. Get the insight you need, exactly how you need it, using our intuitive and visual dashboard.



**Advertisers**

Get a true view of your Customers using the same data that your Retail partners have access to, and forecast future performance based on current and forthcoming marketing plans.

- Results -

Identified Customer acquisition cost for new product

*Consumer Goods Brand*

## Media Measurement

Evaluate uplift, forecast ROAS and visualise results on an easy-to-read dashboard with our Media Measurement product. Close the loop on ad measurement and calculate your campaign effectiveness across every channel you use.



**Retailers**

Combine sales, loyalty and ad spend data to gain ultimate insight into the effectiveness of your campaigns. Transform ad data into actionable opportunities.



**Advertisers**

Evaluate your ad spend using the metrics that matter to you. From Customer acquisition to brand perception, we'll help you turn raw data into real insight.

- Results -

Cause of falling sales identified and rectified

*Major energy drink brand*



# Consultancy

## Step-by-step towards Retail Media excellence

Making Retail Media work for you is about more than just the tools and technology. That's why our team of media professionals, capability consultants and data scientists is on hand to give you the kind of support that only comes from decades of combined experience.



### Rapid Discovery

Just getting started?

Our capability consultants can help you calculate the potential value that Retail Media could bring to your business, assessing areas of opportunity via a gap analysis.



### Design

Ready to move?

We'll create a comprehensive blueprint that gives you a 360° view of the core capabilities you need to get up and running.



### Deploy

Want to make the most of Retail Media?

Get our advice on the best way to activate your Retail Media business, or simply tap into dunnhumby media's wide range of products and services.

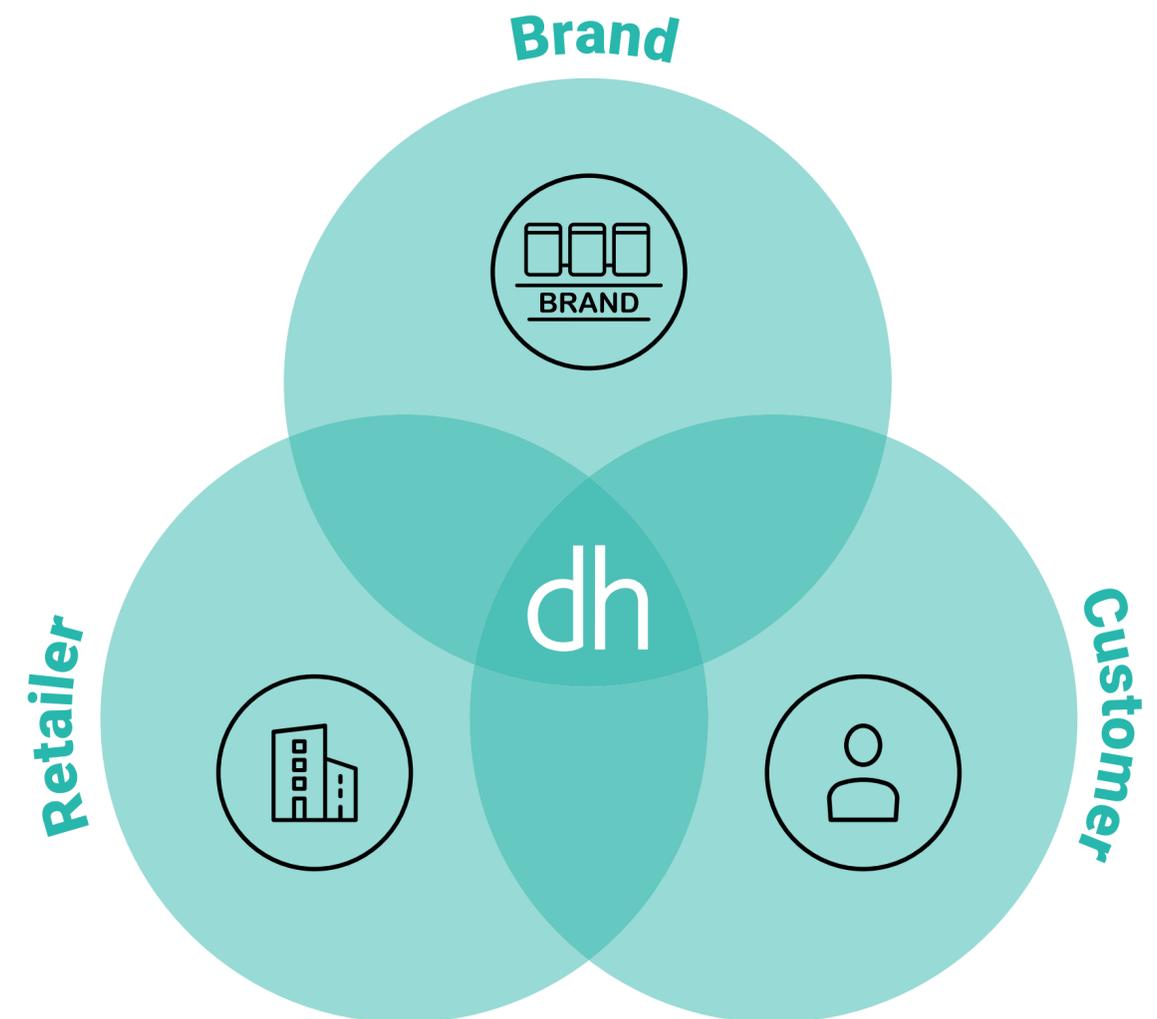


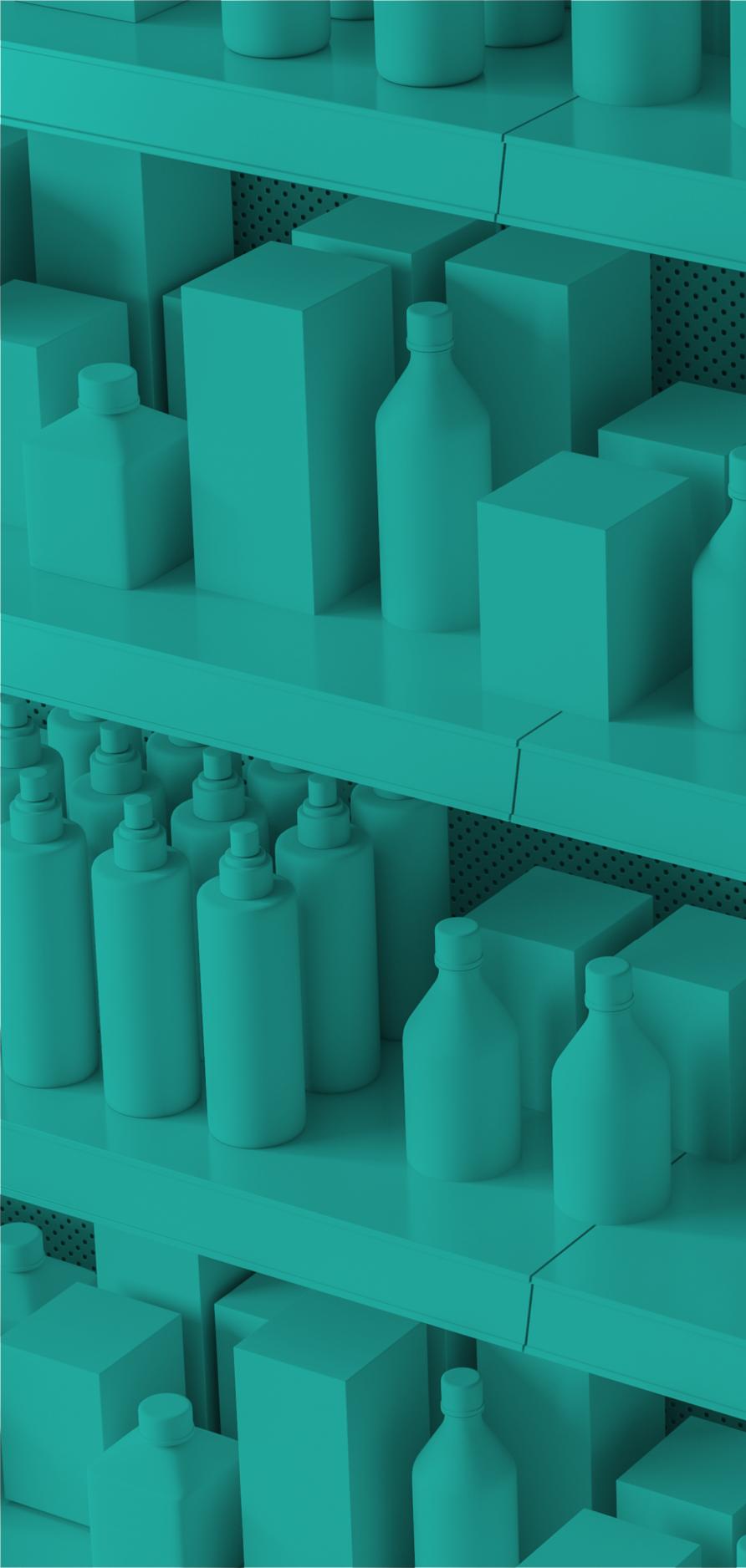
## A better experience for everyone

Having great data science at the heart of your Retail Media strategy isn't just beneficial for you and your partners; it can also help to create a smoother, more enjoyable experience for your Customers too.

Better insight means that ads and promotions can be more targeted, timely and relevant. The end result is a virtuous circle in which everyone wins.

- Customers get more of the content and offers they love, making shopping quicker and easier.
- Brands get better insight into how their media spend is performing and how to reach more of the Customers that matter.
- And Retailers can maximise the value of their media inventory with targeted campaigns that keep Customers coming back for more.





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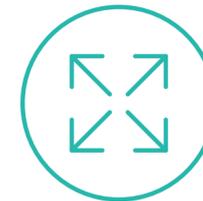
## Why choose dunnhumby media?

For almost 30 years, dunnhumby has been helping Retailers and Brands use data science as the starting point for incredible customer experiences. We pride ourselves on having the technological and scientific expertise, global reach and industry insight you need in order to accomplish your goals.



### Tech & Science

With access to more than 500 data scientists and cutting-edge advertising technology, we can support you with everything from high-volume data ingest to real-time bidding.



### Scale

dunnhumby media operates across 28 countries, with unparalleled understanding of the nuances present in every one of those markets.



### Retail expertise

Three decades of experience meet an ongoing track record of success for some of the Retail industry's biggest and most successful names.

# Our Customers

dunnhumby media is a trusted partner to some of the retail and consumer packaged goods industry's most recognisable names, delivering true value and meaningful results across a wide range of services.





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  
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