

dunnhumby **Insight**

Putting the customers first for over 10 years!

The Insight Team has been the essential part of dunnhumby Hungary since the beginnings in 2008. Our main goal is to help our partners to deeply understand their customers' behaviour and put them to the centre of their decisions. Over the years both our human and insight resources have been expanded continuously and by being backed by our team of developers in the UK and India, we are able to serve over 40 clients with several tools and very high client satisfaction rates.

The framework of our collaboration with our partners is very diverse according to their needs. Thanks to our resources and possibilities we are able to answer an extensive range of questions, solve complex problems and conduct comprehensive projects in connection with customer behaviour. We have several ready-to-use tools to cover different areas of shopper insights, but we are able to combine the force of these capabilities to deeply understand every aspects of a customers' decision.



Shop on dunnhumby LAB™

From our solutions, the most widely used is Shop on dunnhumby LAB which is a web-based, self serve tool that gives you access to robust customer insights based on the content of 300 million baskets and the shopping habits of over 3 million people. Thanks to its exceptional dataset and broad possibilities, from a topline overview through a store-level or daily-based detailed analyses to a cross-shop research, every aspects of Shop helps you to better understand your customers.



Shelf Review™

Shelf Review monitors, evaluates and provides recommendations for your product assortments. This can be as a one-off exercise or be embedded in your category optimisation activity to keep on top of changing dynamics, trends and competitive activity. Shelf Review uses the latest customer science to derive Decision Trees taking account of substitutable products. It's all based on actual customer purchasing behaviours. This unique solution is used by retailer category and commercial teams, space and merchandising teams and brand owners.



Promo Dashboard

Promo Dashboard is a unique tool which enables you to evaluate promotions based on popularity among customers and increase in spend. Using these two factors the promotions are categorized as Star, Good, OK, Avoid and Do not run promotions. What is the advantage when using this solution? It is best to hear a client's opinion:

„It is great to see what kind of offers happen to be Star promotions in the category and what characterizes them. If we know about these factors, we can have a deeper understanding of our promotions. We can check whether it is worth to have secondary placement in the store, if yes what type should we have. We can also gain information on pricing and promo mechanism. We can evaluate performance against competitor's activity as well. For the sales department it is also essential to see the sales uplift on the offer, which the tool delivers.” – Luca Déri, Market & Shopper Insight Analyst

Regarding the three mentioned tools (Shop, Shelf Review, Promo Dashboard) a partner has the possibility to choose the contract option, with conditions that mostly meet its needs. For regular usage, the continuous yearly access could be the best option. To have a current snapshot from the data available at a given time period, we can provide ad-hoc purchase options for the whole or just a part of the tools. If a client is faced with a complex problem, with a detailed brief in our hands, we can prepare a deep analyses from any of the tools in a form of a presentation.



Shopper Thoughts

Shopper Thoughts is a new market research solution introduced to the Hungarian market which provides a complex view about customer behaviour: Shopper Thoughts is unique in the region as it combines shopping behaviour with customer attitudes using a considerable 12 000 online customer panel in Hungary. Shopper Thoughts offers researches in Poland, Slovakia and the Czech Republic besides Hungary and also gives you the opportunity to conduct qualitative studies as well.

If a client is faced with a business question which requires more complex insights that the mentioned tools can give individually, we are able to combine our capabilities and assemble an analyses using the relevant insights from the relevant tools in order to answer all of the received questions. Furthermore if a client has its own dataset which hasn't been utilized effectively before, we can help to clean, systematize and classify the data to enable the client to harvest the relevant insights. Especially in this task we are enjoying the help of our UK team with even greater possibilities in their hands.

Thanks to our 30 years of experience in working with retailers and loyalty programs, we can be the best partner for any retailers wanting to take a step further to their customers using its cashier and/or customer data. All of the previously mentioned tools and services are equally relevant for retailers and can be extremely effective in the assistance of making detailed range overviews, recommending range cuts or expansions, helping merchandising decisions, preparing customer decision trees and asking the customers directly.

What is dunnhumby media?

dunnhumby media connects retailers and advertisers to customers as they shop, wherever they are and whatever their mindset – from sofa to store, browsing to buying.

We combine media, science and partnership capabilities to build connected media plans. These bring together offline and online customer experiences, resulting in seamless, personalised campaigns with measurable and actionable results.

- **We help advertisers increase customer engagement and build loyalty by planning and activating advertising more efficiently.**
- **We also help retailers monetise their owned media more effectively and grow their business while always putting customers first.**

The retail media opportunity

Mainstream media has undergone a radical change in recent years, primarily driven by the growth in digital. Retail media is also evolving and innovating. Advertisers and retailers need to learn how to navigate in this new landscape and dunnhumby media is here to help.



growth per year is expected from digital media in the next 3 years*



of customers make decisions at the shelf**



of shoppers are influenced by retail media during their last shop***

*Advertising Expenditure Forecasts June 2017, Zenith

**2012 Shopper Engagement study, POPAI

***IGD Shopper Vista 2014

“Working together with dunnhumby for over 10 years, we’ve built successful media businesses for Tesco in the UK, Ireland and Thailand. Using everything dunnhumby knows about customer behaviours and attitudes, we help brands to activate their campaigns where and when they are most relevant in the shopper journey whilst supporting Tesco’s key objectives. dunnhumby’s media expertise has helped us to develop collaborative partnerships with brands and create connected media packages that deliver long-term loyalty, generate revenue and improve like-for-like sales.”

Adrian Letts,
Marketing Director Online,
Tesco

TESCO

Benefits for retailers

- 1 Using first-party data to deliver more efficient and effective advertising in owned, earned and paid media channels
- 2 Increasing the value of your owned media, such as point-of-sale and online, through better targeting and evaluation
- 3 Monetising retailers' first-party data whilst supporting your advertisers' values and integrity in the eyes of your customers

Benefits for brands

- 1 Using first-party data to activate seamless, personalised campaigns with measurable and actionable results
- 2 Improving offline and online customer experiences, and building customer loyalty
- 3 Increasing the value of your media investment

How we work

Our approach to media services starts with our Customer Data Science. This means we can understand and relate to different customer experiences in order to activate campaigns that feel more relevant and personal.

Data-driven media planning

- Harness a unique approach to targeting, powered by the world's first Customer Data Science platform, which creates relevant audiences for every campaign
- Build an optimal plan based on this unique audience science

Measurable retail media

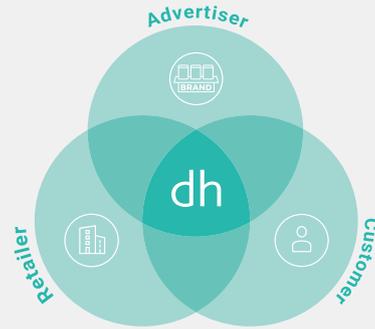
- Understand the real impact of campaigns by bringing together online and offline customer behaviour and sales
- Measure each campaign, and compare against a control group for accountable and actionable results
- Benchmark campaigns and use insights to inform future plans

Better customer experience

- Create consistent experiences for customers by weaving brand stories between media channels
- Design relevant and memorable content, taking into consideration how customers interact with each different media and their unique mindsets and motivations
- Activate campaigns that consistently deliver industry-leading compliance rates, so your customers will have the chance to see and engage with the whole story

Connect and create value for customers, advertisers and retailers

Working with retailers and advertisers, we build and evaluate tailored media plans based on your defined objectives, such as rewarding loyal customers, targeting new audiences or differentiating your brand from competitors.



Retailer

Help me...

- "Delight my customers"
- "Differentiate my brand"
- "Grow my market share"

Advertiser

Help me...

- "Outperform in a category"
- "Win online"
- "Win with the retailer"

Customer

Help me...

- "Make shopping quick & easy"
- "With relevant suggestions"
- "By rewarding me with offers"

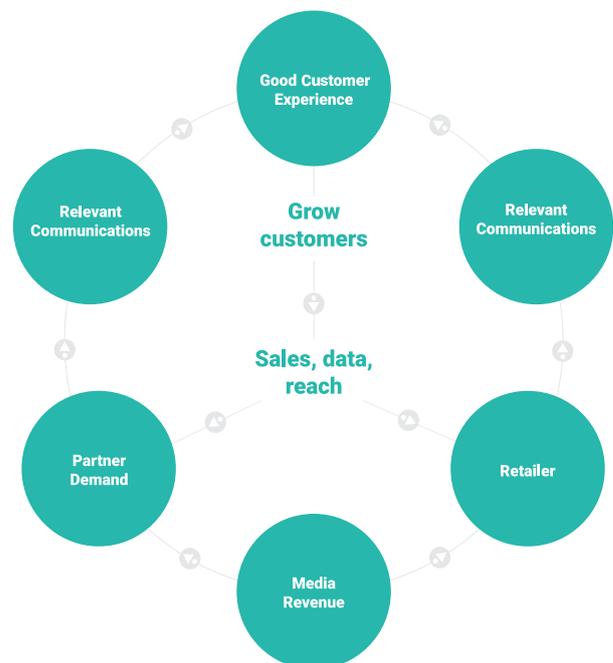
Why dunnhumby media?

We have managed media campaigns for over 25 years – building trust with our customers by applying insight to activation.

1. Market-leading analytics and unique customer science expertise in targeting and measurement
2. Media partnerships with key players, such as Facebook and Twitter
3. Proven experience and strong results in transforming data assets into highly relevant communications across owned and paid channels
4. Extensive global media experience working with leading retailers and advertisers
5. A collaborative and transparent work ethic

The dunnhumby media model

The dunnhumby media model starts with the customer experience to help retailers and brands win together:



What we offer

We provide expertise across all media channels for retailers and advertisers. We have also invested in a host of new tools to help make those conversations with customers easy, efficient and rewarding for everyone.



Store media

In-store media from point-of-sale and digital screens to experiential marketing packages, with industry-leading targeting, compliance and evaluation, in store.



Digital offsite media

Real-time targeted, personalised communications delivered via paid media or owned digital assets and powered by the leading science and real-time bidding capabilities of dunnhumby and Sociomantic.



Digital onsite media

Helping retailers leverage their e-commerce platforms to become a media publisher, with industry-leading targeting, compliance and evaluation, in store."



Direct marketing

Manage, deliver and measure direct communications e.g. Direct Mail, email & coupons.



Media partnerships

Exclusive partnerships with businesses such as Facebook and Twitter which use shopping data-based targeting and evaluation to drive social media campaigns and help understand the value of those channels by combining data sets.



Communication & media strategy development

A health check to assess existing capabilities within your organisation, and to advise on how to develop your communication and media strategy.

If you are interested in our services we are opened to meet with you or answer any of your questions.

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