

>> Retail media glossary.

**Tesco Media and
Insight Platform.**

>> Powered by dunnhumby



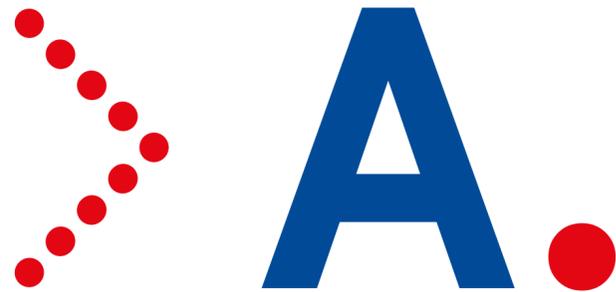


Hello.

Our retail media glossary is an A-to-Z guide that aims to help you make sense of the key terms and acronyms commonly used within the industry. This also includes terminology frequently used within media and digital advertising.



Terms with the above icon relate specifically to our self-serve platform, dunnhumby Sphere



A/B test

A method marketers use to test two variants, for example, on a webpage and assess whether one variant may influence an audience's engagement over the other. Can also be referred to as split testing.

Above the fold

Content that is instantly visible on the user's screen without the user needing to scroll to view more.

Above the line

ATL

Mainstream advertising that will reach a mass audience such as TV, Radio and Out-of-Home (OOH).

Acquisition

Customer acquisition is the act of gaining new customers. It includes any method used, both offline and online, to find new customers and encourage them to make a purchase.

Activation

The way you book the advertisements you want to run on dunnhumby Sphere. You can have multiple activations in a booking.

Ad exchange

A digital marketplace that enables the buying and selling of advertising inventory. Ad prices are determined through bidding in a real-time-auction.

Ad formats

The specification, dimensions and requirements for different types of advertising creative.

Ad unit

A space on a website for ads. An ad unit is also known as an inventory unit.

Advertising technology

Adtech

A set of technologies used for managing advertisements across channels, including search, display, video, mobile and social, with functions for targeting, design, bid management, analytics, optimisation and automation of digital advertising.

Algorithm

In dunnhunby, algorithms are used to predict shopper behaviour and to recommend content and tactics to advertisers that are more likely to achieve better engagement and outcomes.

Application programming interface

API

Application programming interface (API) integrations with pre-defined connectors to support sales, ad operations and enable the delivery of campaigns in the relevant channels.

Using APIs, we make audiences available for Brands to activate in different channels using various advertising platforms. For example, when conducting Offsite Display Advertising campaigns audiences are automatically uploaded to Facebook & Instagram.

Approval status

Review tasks and authorise campaigns.

Attribution window

The number of days after an activation has finished that sales are still attributed to the activation. For example, if an activation has an attribution window of seven days, then for seven days after the activation has finished, all sales relating to the activation are attributed to it and added to the total values.

Audience

A custom group of people who you want to target with your media or ad campaign.

Audience catalogue

A catalogue containing predefined predictive, behavioural and demographic audiences.

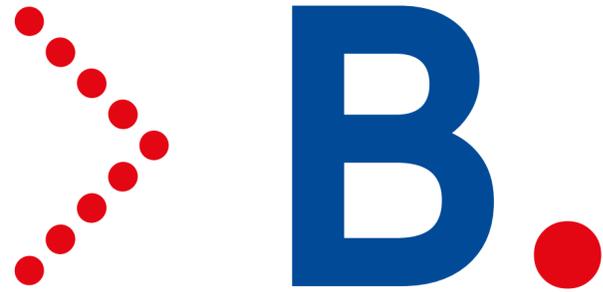
Audiences module

This module allows advertisers to identify and build specific audiences based on the requirements of their campaigns. You can create, edit, delete, duplicate, search and filter specific audience segments.

Awareness

A campaign goal or objective that aims to drive knowledge or preception of a brand, product(s) or category.





Banner ad

A form of advertising such as an online graphic or image, placed on a publisher's webpage, intended to attract traffic.

Behavioural audiences/targeting

An approach that divides shoppers into groups based on their past shopping and transactional behaviour.

Below the fold

Content that a user must scroll to view on screen.

Below the line

BTL

Advertising that is directed to reach a smaller and more targeted audience, helps foster a relationship and is highly measurable. Examples include direct mail and coupons.

Bid price optimisation

The number of online consumers that can be reached by a media platform and targeted with an advertising campaign that will potentially be seen.

Bid request

When a user loads a web page and an ad server calls the ad exchange for a given impression, it submits a bid request to all eligible buyers. Buyers then assess the value of the impression and submit bids in real-time (in a matter of milliseconds) to compete for the ad placement.

Billing module

Automatically create opportunities with enterprise financial management systems and populate with reconciled billing data to enable timely, accurate invoicing.

Blocklist

A list of terms excluded from a campaign such as IP addresses, publishers and keywords.

Bookings module

This module enables users to quickly and easily see all bookings based on their access rights and role. Search and filter bookings by: Objective, Creation Date Range, Advertiser and Booking Status.

Brand safety

A set of tools and measures to ensure that ads are only placed on good quality publisher sites. This helps protect the image and reputation of the advertising Brand.

Budget allocation %

The percentage of the proposed campaign budget allocated to each segment. This is calculated using the segment size as a percentage of the entire audience.





Call to action

CTA

A word or phrase used in marketing campaigns, designed to attract the user's attention and prompt them to do something e.g. sign-up to a newsletter.

Channels

The location where you want your media to appear. For example, in-store, onsite, and offsite.

Clicks

The number of times that someone clicked on a advert.

Click-through rate

CTR

The percentage of shoppers who clicked an ad after seeing it.

Closed-loop measurement

Closed-loop measurement links exposure data from campaigns to transaction data, whether in-store or online.



Cloud

Refers to servers that are accessed over the internet, and the software and databases that run on those servers. Cloud servers are located in data centers all over the world.

Consideration

A campaign goal or objective that aims to attract people to a particular brand, product or category.

Contextual targeting

A form of advertising that delivers automated ads to relevant web page content. Types of contextual ads are video, audio and display ads.

Conversion rate

CR

The conversion rate is the percentage of people who clicked on an ad and then completed an action/purchase/conversion.

Cookie

A small text file stored on the user's computer, specifically designed to gather information from a user's device to display relevant advertisements.

Cost per acquisition

CPA

A marketing metric that measures the cost of a user taking a specific action that leads to conversion e.g. a form submission. CPA is calculated as media spend divided by the number of customers acquired.

Cost per click

CPC

The average amount of money you paid for each click on your advert.

Cost per mille (or 1,000 impressions)

CPM

The cost of 1000 impressions of an ad.

Cost per view

CPV

The cost an advertiser pays every time a video ad is viewed. A view is recorded when the consumer watches the required minimum duration.

Customer lifecycle objectives

Our extensive portfolio of Audience Selection sciences ensures optimal performance for each advertiser's objective – Awareness, Consideration and Conversion to support the complete sales funnel.

Customer mindset

A customer-first approach to all campaigns and advertising strategies.

Customer relevance score

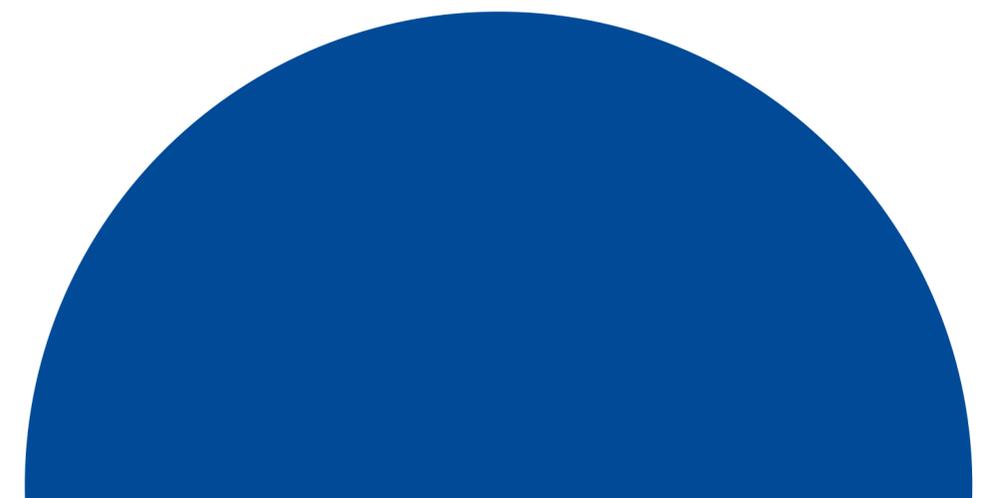
A customer's propensity to buy a product based on data science models built upon historical behavioural data.

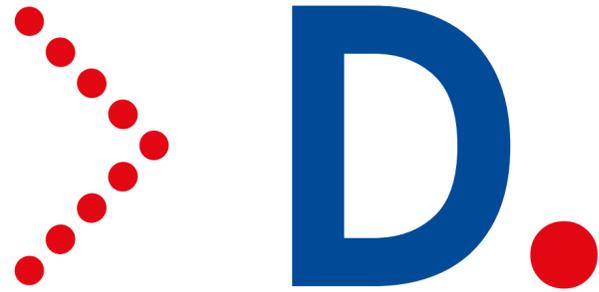
Customer/shopper journey

A customer/shopper journey is an entire experience a customer has while communicating with a brand. It considers the complete interaction roadmap from brand discovery to purchasing and beyond.

Customer-centric measurement

Consistent, cross-channel customer profiles provide a single access point to deliver automated measurement to gauge campaign performance across all in-store and online channels.





Data management platform

DMP

A data management platform (DMP) collects, organises, and activates first-, second- and third-party audience data from various online, offline, and mobile sources. It then uses that data to build detailed customer profiles that drive targeted advertising and personalisation initiatives.

Demand side platform

DSP

A system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

Demographic audiences/targeting

An approach that creates broad segments of customers based on descriptive factors such as age, affluence and shopping habits.

Digital offsite media

A media channel which constitutes of advertising placements on websites other than the retailer's website.

Digital onsite media

A media channel where advertising placements are featured on a retailer's own website(s).

Digital shelf

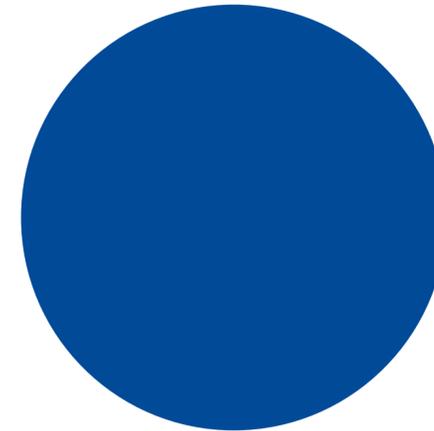
The digital shelf is anywhere online where a brand's product is displayed, and a consumer can click and buy. Examples include eCommerce channels such as retailer websites, apps and marketplaces.

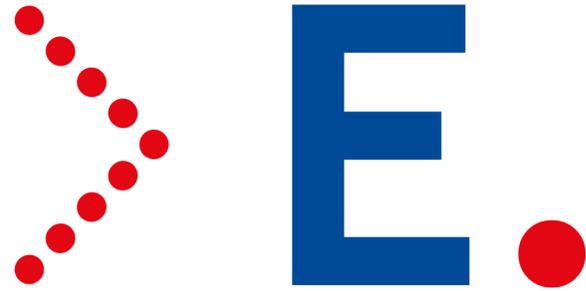
Direct mail

Targeted advertising through 1:1 communication with shoppers to their home.

Dynamic workflows

There are no channel-specific modules within dunnhumby Sphere - the workflow, inputs and outputs adapt based on the channel(s) selected. This approach delivers a unique cross-media solution enabling traditional and digital campaign proposal management in one platform.



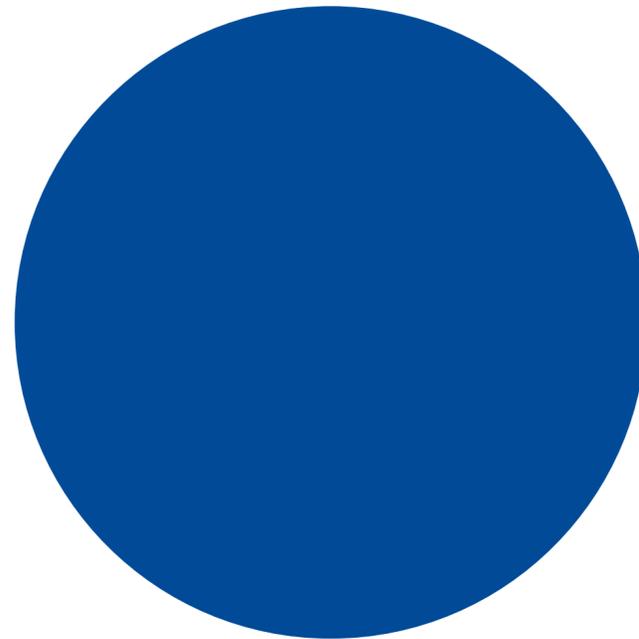


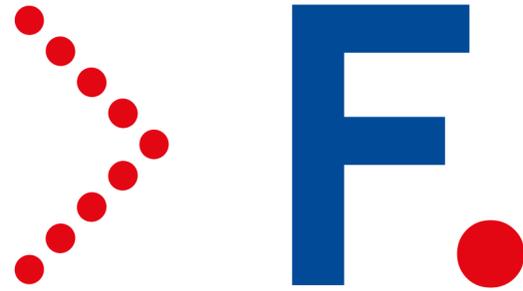
End-to-end E2E

A retail media planning and buying process from beginning to end that delivers a complete functional solution without obtaining anything from a third party.

Even budget distribution

Budget is allocated evenly based on the size of the segment. For example, if a segment size is 10% of the audience, then it will get 10% of the budget. If a segment is 40% of the audience size, it will get 40% of the budget.





First-party data

First-party data is information owned by the retailer and is collected directly from its customers, e.g. via a loyalty programme like Tesco Clubcard.

Forecasting module

This module helps ensure ad spend success and provides the ability to estimate audience size. Indicates both reach and projected return on ad spend (ROAS). Allocates budget to different segments based on their performance.

Frequency

The average number of impressions served to each shopper.

Frequency cap

The maximum number of times an advert will be served to a shopper.

Full funnel marketing

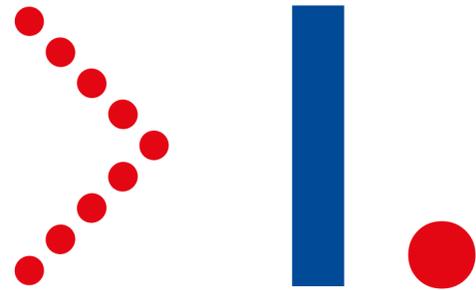
A strategy that considers the entire shopper journey in specific stages e.g. awareness, consideration and conversion.



Geotargeting

Targeted ads based on a consumer's specific location.





Impression

Every time an ad is served to a customer, it is called an impression. If a customer is served two ads on the same page, that is two impressions.

Insights module

Insights on brand, category, and media channels to help media buyers create and book campaigns.

In-store media

A media channel that has placements available within a retail store, for example, Point-of-Sale or In-store Radio.

In-store sales value

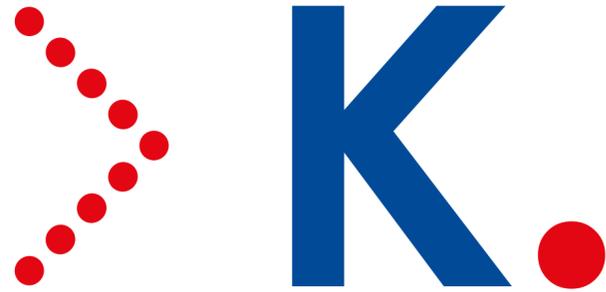
The sales value generated in-store during the campaign and the attribution window from shoppers exposed to a campaign.

Inventory

A combination of ad units, placements, and key values.

Inventory unit

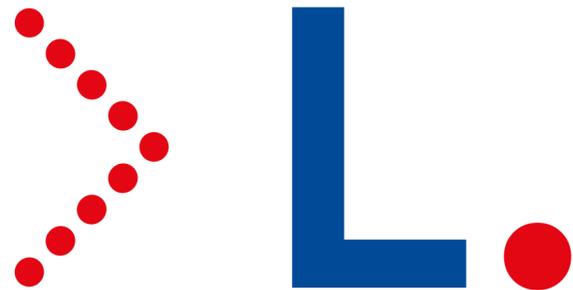
A space on a website for ads. An inventory unit is also known as an ad unit.



Key performance indicator

KPI

Specific metrics used to measure the success of a particular campaign or goal.



Long-loop data

Over 52 weeks of on-and-offline purchase data from loyalty programs.

Lookalike

An AI-driven scoring process that is used to reach a new audience, which is similar to an existing audience.



Match rate

A metric used for calculating how much of a retailers data set matches with another platform such as Google Ad Manager.

Matched audience size

The number of shoppers in an audience who match with (are probably the same as) the people in the data of the online tools being used on a given platform, such as Facebook. It's the number that the match rate equates to.

Maximum segments cost

The maximum amount it will cost you to reach all the shoppers in this segment.



Measurement module

Single channel and multichannel measurement of campaign activity. The Measurements module enables users to access daily measurement reports plus create customisable graphs and tables based on inputs such as date filters and KPIs.

Media monetisation

Media monetisation is where a company generates additional revenue by creating and selling advertising placements across their retail estate and or websites.

Media plan

The strategic comms plan media planners put together in order to target consumers with a combination of media, advertising formats, creative and messaging to help achieve a client's objectives.





Native advertising

Online content that resembles the look, feel and function of the media format/publisher but is paid for by an advertiser and intended to promote the advertiser's company, product, services or ideas.

New Product Development NPD

A series of steps to take a market opportunity and turn it into a product available for sale.





Offline size

The number of households in an audience.

Omnichannel/multichannel media campaigns

Campaigns that deliver consistent messaging and a seamless customer experience utilising a combination of online and offline media channels.

Online/offline sales conversion

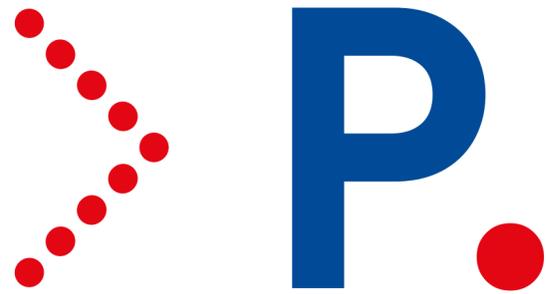
Total offline or in-store sales value generated from exposed users over campaign duration + attribution window.

Opportunity to see OTS

A metric that measures the number of times on average a consumer will likely see an ad.

Out-of-home OOH

A type of above-the-line advertising a consumer will experience outside of their home. The most common examples include billboards and 6-sheets.



Placement type

The specific location where the media will be activated. For example, display and video.

Point solutions (off-the-shelf/third party tool)

Any tool or software that aims to address a single use case or challenge that exists within a business.

Point-of-Sale

POS

A form of in-store advertising that is strategically placed to encourage purchase at the shelf edge.

Predictive audiences

An approach which classifies shoppers based on their propensity to take specific actions.

Private market place

PMP

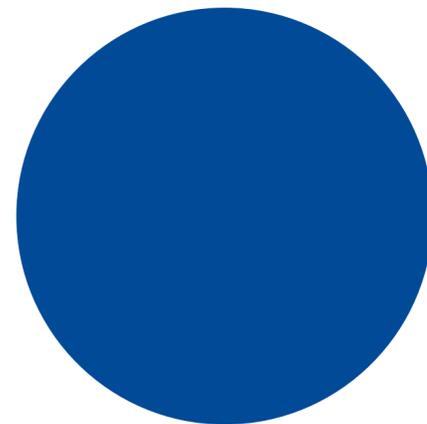
Invite only real-time bidding (RTB) auction, generally used to open up inventory to only selected advertisers or their agencies.

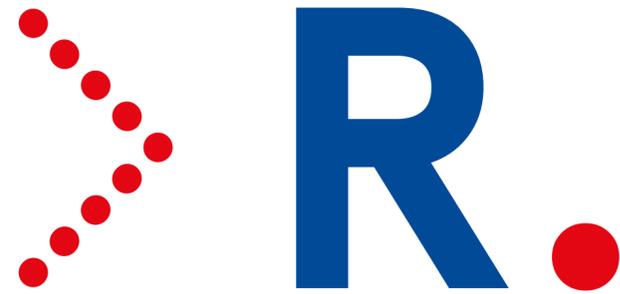
Profile

A type of filter that focuses on shoppers, such as lifestyle, affluence, and loyalty.

Programmatic advertising

Programmatic advertising (also known as real-time advertising) uses AI and machine learning to buy, sell or fulfil advertising in real-time.





Reach

The number of unique shoppers exposed to an ad on the selected placement.

Real-time bidding

RTB

Allows advertisers to bid on ad space from publishers in real time.

Recommendation engine

Uses AI to recommend the most relevant data to the customer.

Relevant Sponsored Products

Targeted native ads (for example, Relevant Sponsored Search) featured across a Retailers own eCommerce properties.



Research online shop in-store or Research online purchase offline ROSI or ROPO

The growing industry concept of shoppers researching brands, offers and products online before going in store to purchase the product.

Retail media

Retail media enables Brands to reach shoppers with relevant ads near the point of sale across the retailers owned media inventory (whether in-store or across their digital platforms) and non-owned marketplace websites and apps.



Retargeting

The display of ads to consumers who have previously shown interest to a specific piece of digital content, such as clicking a social ad or visiting a website.

Retention

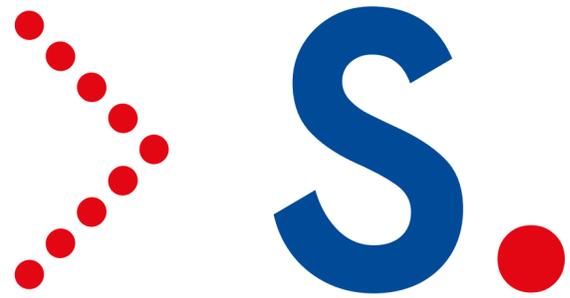
A campaign goal or objective that aims to retain current or previous customers.

Return on ad spend ROAS

The sales value generated for every pound spent on advertising. Calculated as: sales value divided by ad spend.

Return on investment ROI

A metric used to measure profitability and how well an ad investment has performed. ROI is expressed as a percentage and is calculated by dividing an investment's net profit (or loss) by its initial cost.



Sales uplift

Measures the incremental increase in sales that occurs when specific promotional campaigns are ran in a set time period.

Science engine

dunnhumby's science engine applies data science and advanced machine learning techniques upon the data to determine each customers propensity to buy a product. Every customer product combination has a score, which we call a customer relevancy score.

Search engine results page SERP

The listed webpage results a search engine provides when a user makes a search query.

Second-party data

Data collected from an audience that is then sold or provided directly to another company.

Segment

A sub-group of an audience. Brands can target, and allocate budget to, specific segments in a campaign.

Self-serve retail media platform

Self-service retail media platforms enable Brands and Agencies direct access to media inventory, billing and reporting enabling greater control and campaign visibility.

Share of voice

SOV

The proportion of advertising within a category an advertiser is doing e.g. supplier A is doing 10% of the advertising occurring within their category.

Supply side/sell side platform

SSP

Allows media owners to manage their advertising inventory, fill it with ads, and receive revenue. Many of the larger web publishers of the world use a supply-side platform to automate and optimise the selling of their online media space.

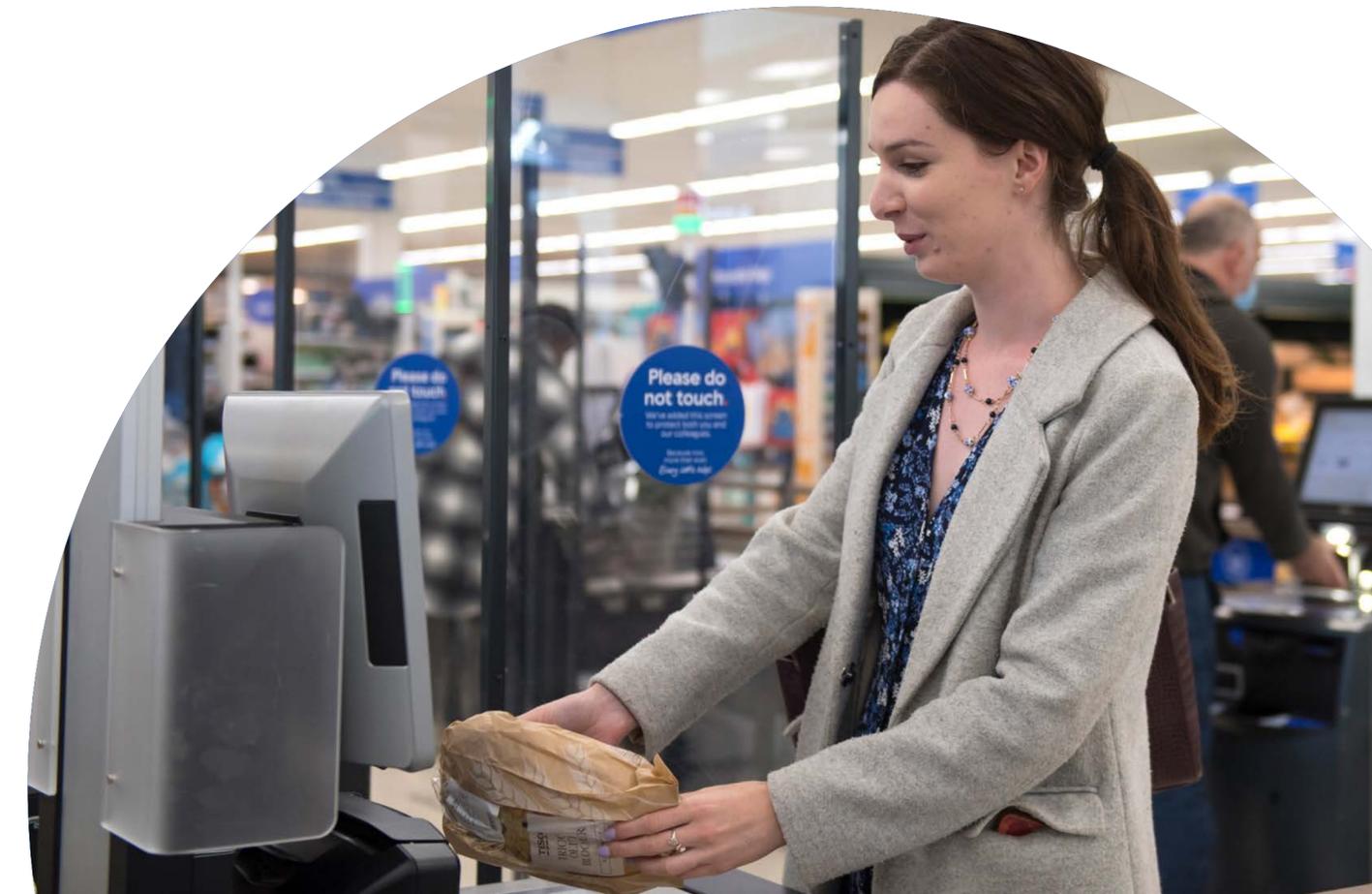
Suppressions

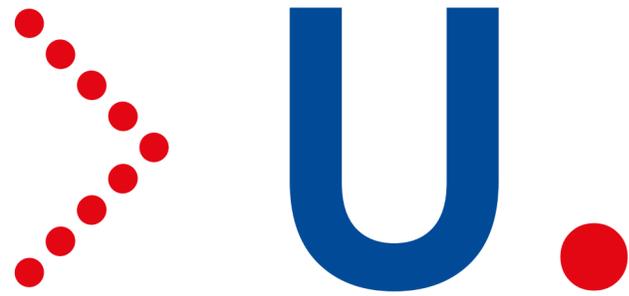
The shoppers in a segment that you don't want to see your ads.

Total segment cost

The total cost of running your campaign for this segment.

Calculated as: the media cost plus the dunnhumby data cost for the segment.



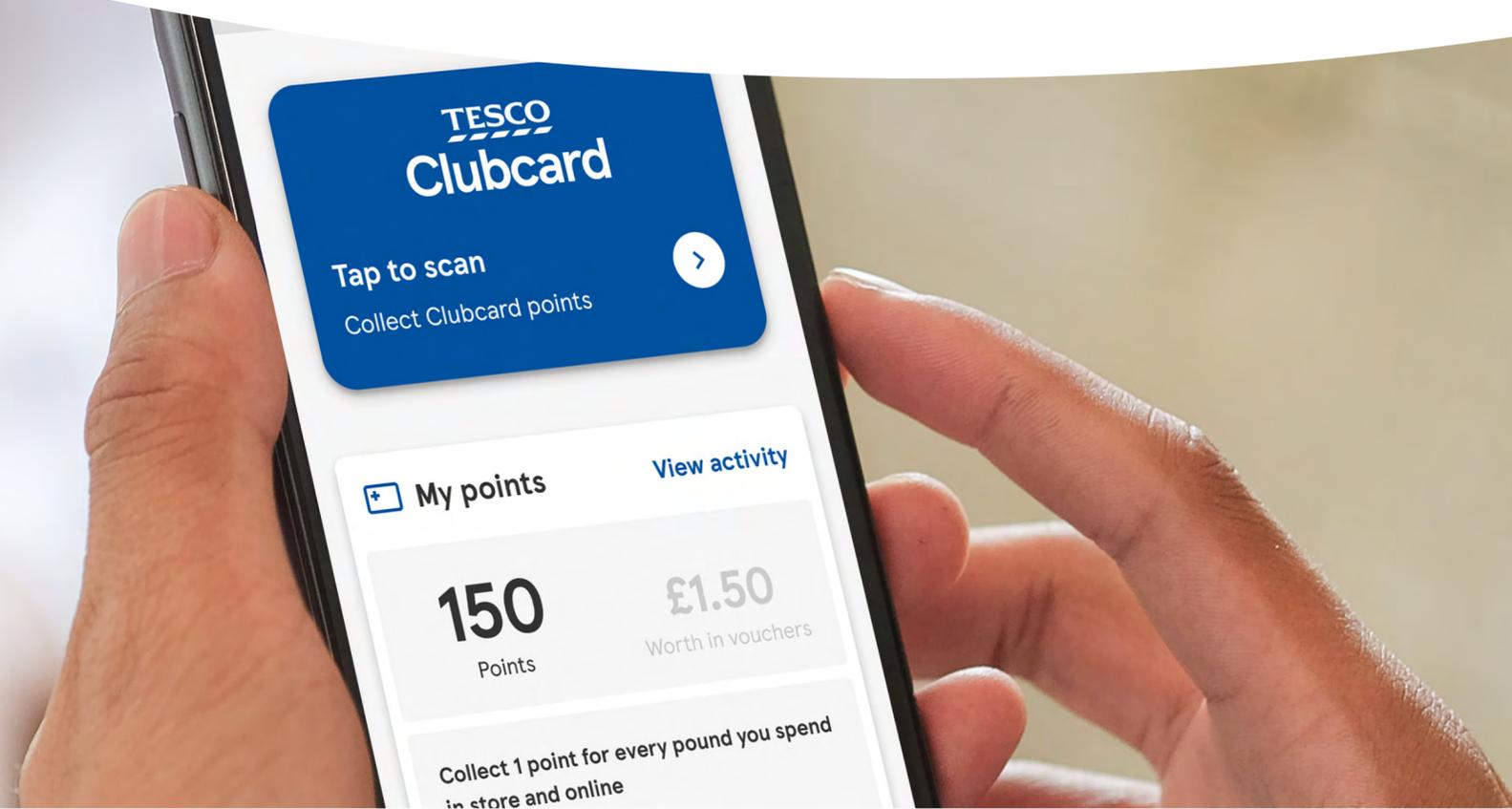


Unique visitor

A metric used to measure the number of users who visited a webpage at least once during a given reporting period.

User ID

A cookie or device ID, specific to a given browser or device.



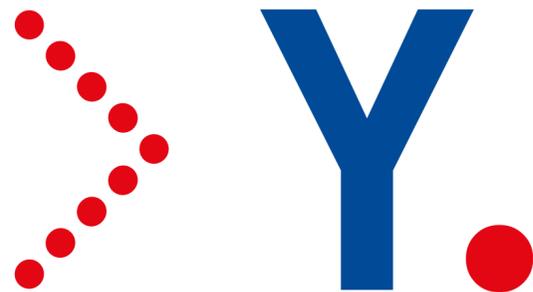


Walled gardens

Limits the access to customer data and therefore advertisers have less control over how to measure performance. An example of walled gardens are major social media networks.

Waterfall budget distribution

The maximum budget will be allocated to reach the maximum number of people in the segment with the highest priority before any budget is allocated to the segment with the next highest priority, and so on.



Yield

An indicator of how successful ads performed. Ad yield is the amount of revenue earned.

ABOUT TESCO MEDIA & INSIGHTS PLATFORM

Tesco Media & Insight Platform is a partnership between Tesco, the UK's largest grocery retailer, and dunnhumby, a global leader in Customer Data Science. Together, we always put the customer first.

Everything we do is fuelled by the insights generated via over 20 million Tesco Clubcard holders, a diverse, nationally representative, first-party behavioural dataset. We empower suppliers with granular insights so they can identify their most important customers and understand what matters to them.

We help serve Brands and Agencies via a unique mix of technology, software, and Insight and Media products which collectively help provide customers with a more personalised and relevant shopping experience. As the UK's largest closed-loop Grocery Media & Insight Platform we're able to connect the dots between advertising exposure and customer behaviour across online and offline touchpoints to help Brands make better product, marketing, and commercial decisions and understand the true impact of their investment.

Contact us to start the conversation:

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