

Tesco Media and Insight Platform.

>> Powered by dunnhumby

>> Self-serve powered by dunnhumby Sphere.

Plan, execute, and measure Tesco Retail Media campaigns on a self-serve basis

Self-serve powered by dunnhumby Sphere provides an additional option for Brands and Agencies that want to directly access and manage their Tesco Retail Media campaigns. Via an intuitive, user-friendly platform, you can execute campaigns through a fully integrated set of modules - helping to unify audience targeting, media booking, forecasting, and measurement across Tesco-owned and non-owned media channels.

How can we help?

Our self-serve platform gives you complete control over every aspect of campaign creation across both Tesco-owned and third-party advertising channels.

- >> Use predictive audiences to meet your Brand objectives
- >> Plan, book, measure, and pay for omnichannel campaigns on a self-serve basis
- >> Leverage Customer Data Science at every step of the planning and buying process

Why use Self-serve?

With over 20m Clubcard holders, Tesco's national representative behavioural first-party dataset gives you the insights you need to plan effectively. Using world-leading data science, you can create highly personalised audiences that meet specific sales and marketing objectives to activate campaigns across multiple channels and touchpoints. And, by adding Tesco data into the mix, you can close the loop between ad exposure and online and offline behaviour.

First-party audiences at scale

Build audiences easily with a granular level of control by selecting segments from a predefined catalogue, including predictive, behavioural, and demographic audiences.

Closed-loop, omnichannel measurement

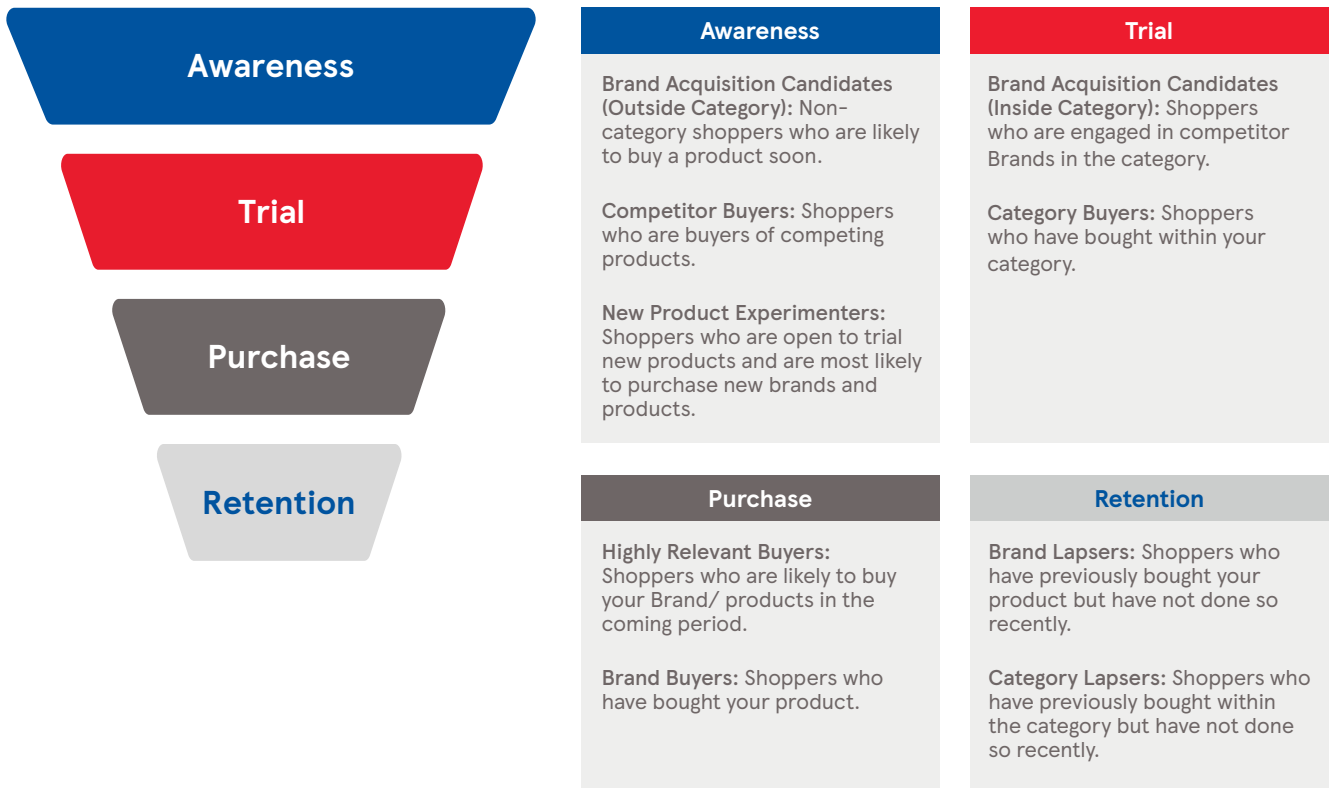
Connect advertising activity and sales impact with full-funnel view of campaign performance, online and in-store.

Intuitive, self-serve platform

Quickly and simply launch omnichannel campaigns with one-click activation, whilst maintaining full control of your media buying.

Influencing your most relevant shoppers at every stage of their journey.

Drive higher ROAS with a catalogue of audience segments that can be easily combined and tailored to meet campaign objectives.

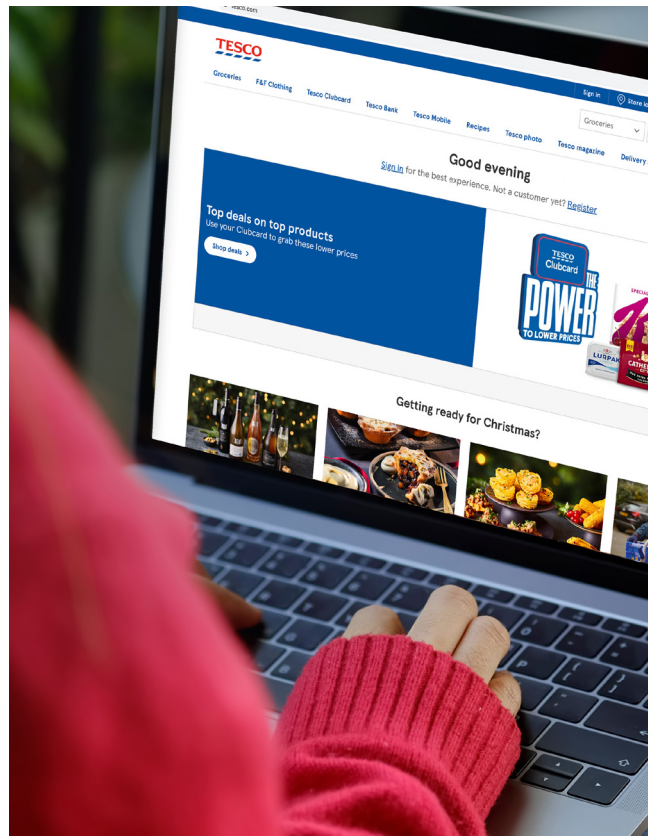


Manage budgets for optimal media spend.

Understand what goals and key performance indicators you can achieve with built-in precision forecasting. Then allocate budget to different segments and channels based on their performance to optimise results.

Activate omnichannel campaigns across online and store media.

Self-serve provides Brands and Agencies with the ability to leverage Tesco first-party data on Retail Media campaigns online and in-store. Available products include Meta Audiences and Onsite Display Advertising on Tesco.com (targeted and contextual) with printed Point-of-Sale coming soon.



Comprehensive reporting right at your fingertips.

Reporting dashboards present campaign results in a single summary view. From there, search and filter by criteria such as Brand, Channel and Objective and compare performance metrics. Analyse KPIs at both product and Brand level, split by in-store and online for a full-funnel view of performance. Key campaign data can be exported into reports, using a range of configurable tables and graphs.

How it works.

Self-serve powered by dunnhumby Sphere has fully integrated modules and automated workflows that empowers users to create and seamlessly manage omnichannel campaigns.

Create campaigns in a few easy steps:

1. Planning

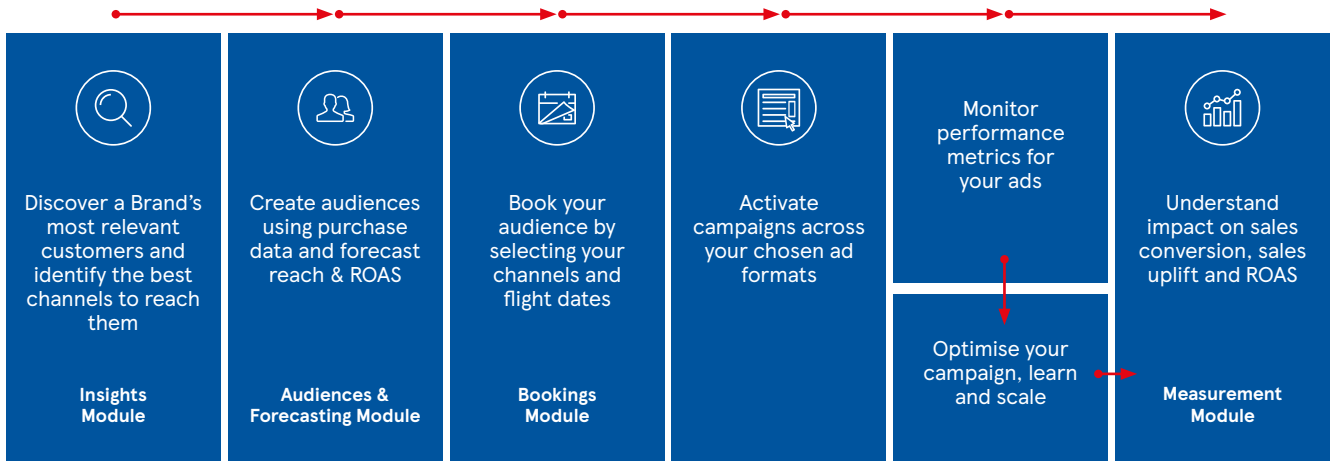
- Use the Insights module to understand how your brands and products are performing versus the category, the best customers to reach and achieve your brand objectives and identify the best channels to reach them.
- Target your most relevant customers and the outcome of engaging with them using the platform's Audiences and Forecasting modules.

2. Execution

- Once you're ready to launch your campaign, the Bookings module enables you to seamlessly activate your first-party Retail audiences across Offsite, Onsite and In-store channels.

3. Measurement

- Combine ad performance metrics with sales, conversion, and ROAS metrics provided by the platform's Measurement module to optimise and scale.



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 20 million 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:
www.dunnhumby.com/tesco-media-insight-platform