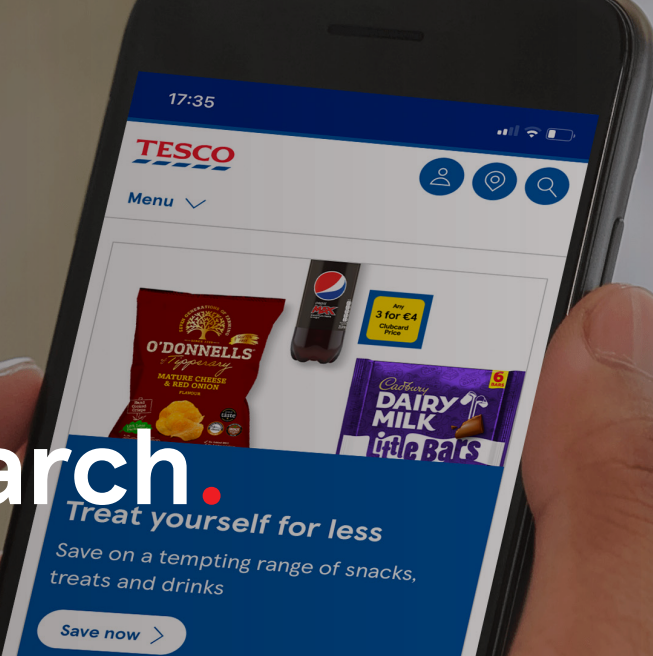


>> Relevant Sponsored Search.

Increase conversions with high-intent
shoppers on Tesco.ie



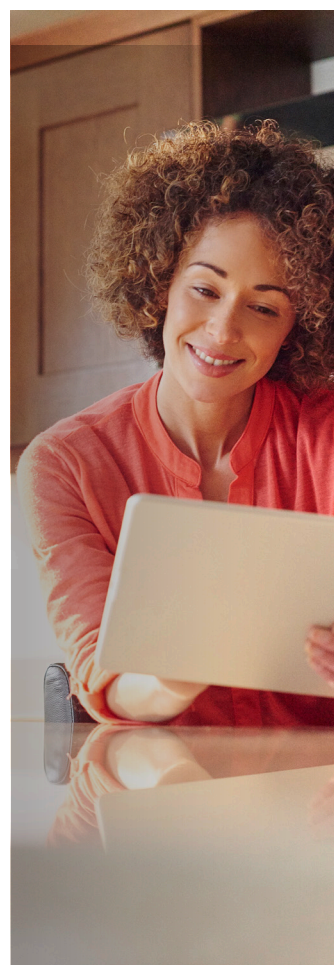
Improve visibility and supercharge conversions on Tesco.ie with Relevant Sponsored Search. Drive sales, improve brand recognition, and showcase your products at the top of Tesco search results.

- > **Get your products seen** where and when it matters most – the point at which online shoppers are looking for their next basket add.
- > **Take control of your campaigns** with flexible targeting options and **pay-per-click** budgeting.
- > Capitalise on the reach that comes with **Ireland's largest online grocery retailer** – with **60% of the online market share**¹, **more than 4 million monthly visitors**² and **over 500,000 searches each week**³.

Key features.

Relevant Sponsored Search gives you the power to...

- > Showcase products in listing results that generate 27% of total basket additions online⁴.
- > Achieve an average Return on Advertising Spend (ROAS) of between 200% and 400%⁵.
- > Deliver an average product conversion rate of between 55% and 70%⁶.
- > Combine with upper funnel Tesco.ie media to convert search demand from banner ads.
- > Drive penetration of your products into shopper favourites, prompting future repeat purchases.



What is Relevant Sponsored Search?

Retailer websites are now one of the biggest pre-shop touchpoints that customers use in the run-up to making a purchase – 37% of shoppers say that information on retailer-owned websites and apps helps them make up their mind on what to buy⁷. Getting your products seen in the right place at the right time can have a demonstrable impact on sales, both online and off.

With Relevant Sponsored Search, you can enhance visibility and drive conversions at the same time. When customers use the search functionality on Tesco.ie, Relevant Sponsored Search enables you to feature your products in the top two results that they receive. All listings appear organically on both the website and in-app.

1 – Kantar Ireland, 52 w/e 17 April 2023
2 – Adobe Analytics, April 2023
3 – Adobe Analytics, 1 - 7 May 2023
4 – Adobe Analytics, 9 May 2023, last 12 weeks
5,6 – CitrusAd, average 2022
7 – The State of Ecommerce 2021 – Catalyst and Kantar, 2021

How Relevant Sponsored Search works.

Relevant Sponsored Search combines world-leading data science, performance insights, and self-service campaign creation.

Right products, right people, right time

Bringing together product performance insights from CitrusAd and Tesco Clubcard data, Relevant Sponsored Search shows only the most relevant ads to the most relevant shoppers – maximising the impact of your campaigns.

Simple self-service campaign creation

- > Choose between in-flight and always-on campaigns.
- > Target based on exact- or phrase-matched searches.

Full control over your advertising spend

- > Specify the amount you're willing to pay for each clickthrough.
- > Set your budget with daily and total spend values.

Prove performance in real-time

- > Gain real-time insight into top performing campaigns, products, and search terms.
- > Refine your strategy with analysis of winning cost-per-click bid statistics, cost per acquisition, and ROAS.

Relevant Sponsored Search in numbers.

+4m

Visits to Tesco.ie every month⁸

49%

Of all basket additions come from the top two search results⁹

88%

Of all additions come from the first page of search results¹⁰

200-400%

Average ROAS from Relevant Sponsored Search¹¹

55-70%

Average conversion rate from Relevant Sponsored Search¹²

8 - Adobe Analytics, April 2023
9,10 - Adobe Analytics, May 2023
11,12 - CitrusAd, average 2022



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 Data 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 and L'Oreal.

Contact us to start the conversation:
dunnhumby.com

**Tesco Media and
Insight Platform.**

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