

>> Relevant Sponsored Search

Increase conversions with high-intent shoppers on Tesco.com



Improve visibility and supercharge conversions on Tesco.com 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 the **UK's largest online grocery retailer** – with **36.8% of the online market share**¹, **22 million monthly unique visitors**² and **196m+ monthly searches**².

Key features.

Relevant Sponsored Search gives you the power to...

- > Showcase products in listing results that generate 41% of basket additions³.
- > Achieve an average Return on Advertising Spend (ROAS) of between 200% and 400%⁴.
- > Deliver an average product conversion rate of between 55% and 70%⁵.
- > Combine with upper funnel Tesco.com 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 buy⁶. 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.com, 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, Worldpanel division, 12wk w/e Online market share data to 15 May 2022

2 – Adobe Analytics, average 1 Dec 2021 – 30 Nov 2022

3 – Adobe Analytics, 52 Weeks: Sep 2021 – Aug 2022

4.5 – CitrusAd, average 2022

6 – 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.

61m

Visits to Tesco.com every month⁷

41%

Of all basket additions come from the top two search results⁸

95%

Of all additions come from the first page of search results⁹

200-400%

Average ROAS from Relevant Sponsored Search¹⁰

55-70%

Average conversion rate from Relevant Sponsored Search¹¹

7 - Adobe Analytics, average 1 Dec 2021 - 30 Nov 2022
8,9 - Adobe Analytics 52 Weeks: Sep 2021 - Aug 2022
10,11 - CitrusAd, average 2022

Why partner with Tesco Media & Insight Platform.

> **1. The power to understand your customers like never before:** No one is better placed to help you understand your customers. The scale and breadth of our insights can help inform plans and enable pinpoint targeting.

> **2. The power to reach the customers that matter to you at scale:** We can build an exact profile of your best customers, and what matters to them the most. Reach a bigger audience with Tesco than any other UK retailer including broadcast, digital and retail media opportunities. Reduce media wastage by knowing who your media-inspired vs media-neutral shoppers are.

> **3. The power to understand the impact of every £ you spend:** We offer closed-loop measurement, the ability to link what people see with what people buy so you can understand the true incrementality your media campaigns are generating. We want to help you understand and optimise all your investments in Tesco from supply chain to promotions to drive your return on investment.

> **4. The power to deliver connected customer experiences:** Target customers from sofa to store, wherever they are and, whatever their mindset. From browsing to buying activate at scale across the customer journey.

> **5. The power to accelerate your innovation:** Our tools allow you to get closer to your customers. By knowing and understanding your customers at every stage of the product development cycle we can help to reduce costs, lead times, and failure rates of NPD. Be more confident about where to invest and get to market faster.

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

**Tesco Media and
Insight Platform.**

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