



DUNNHUMBY'S CUSTOMER SCIENCE CAPABILITIES

TRANSFORMING CUSTOMER DATA INTO CUSTOMER DELIGHT

dunnhumby

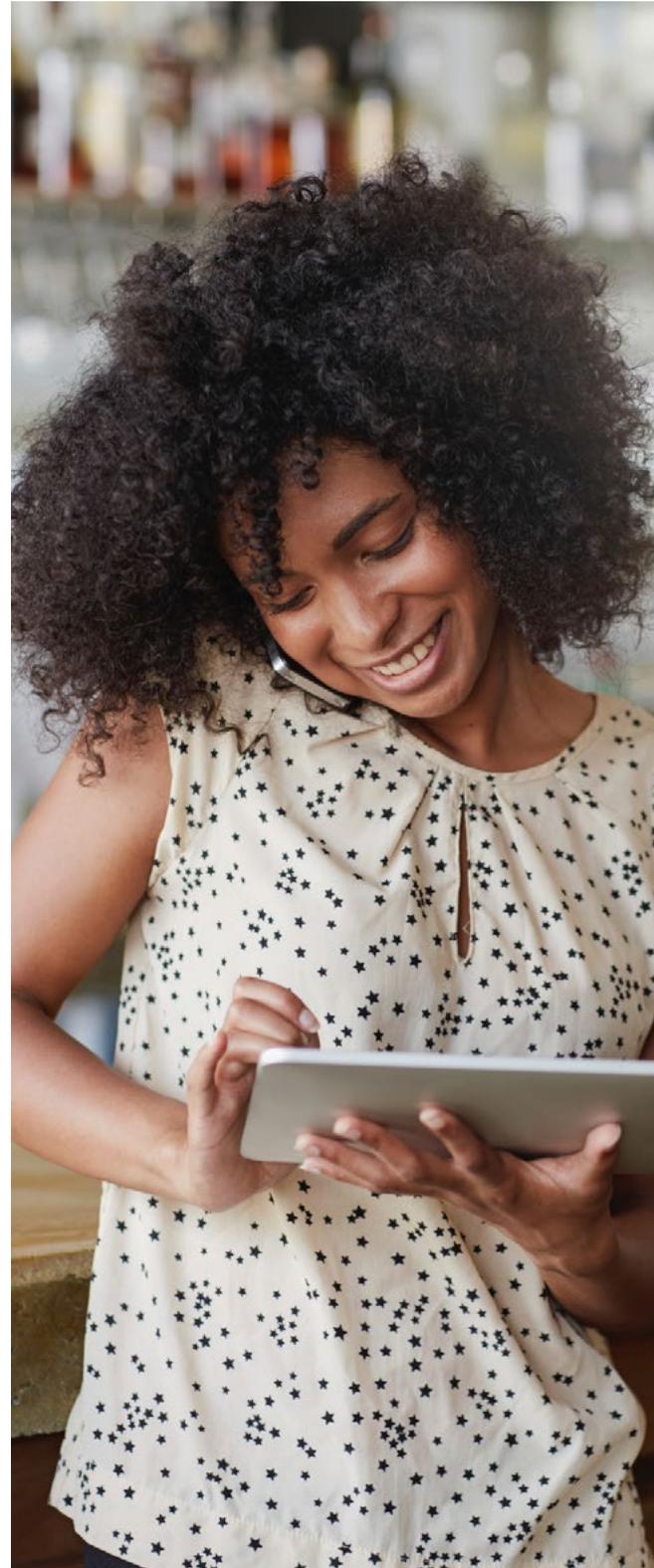
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RETAILING ISN'T WHAT IT USED TO BE

Now there's an understatement. With every mobile purchase, in-store price comparison, retailer app download, new connected device, click and collect order, crowd-funded product and brand recommendation on social media, it's getting clearer: the world of retail is changing. Customers are in control. They're demanding choice, value, relevancy and convenience, and expecting it all wrapped up in one seamless experience, in-store, online and on the go. And if you can't give it to them, they'll go to someone who can.

But change is a good thing. The very same trends and advances in tech empowering customers are also creating tremendous opportunities to learn about and connect with them in ways and places you never have before. The volume, velocity and variety of data your customers create as they search, order, pay, play, watch, listen, talk and share provides unprecedented insight into their attitudes and behaviour across channels — insight that you can apply to help acquire and retain customers and grow your business.

dunnhumby is the world's leading customer science company — visit **dunnhumby.com** to learn how our capabilities can deliver competitive advantage and sustained growth for your business.



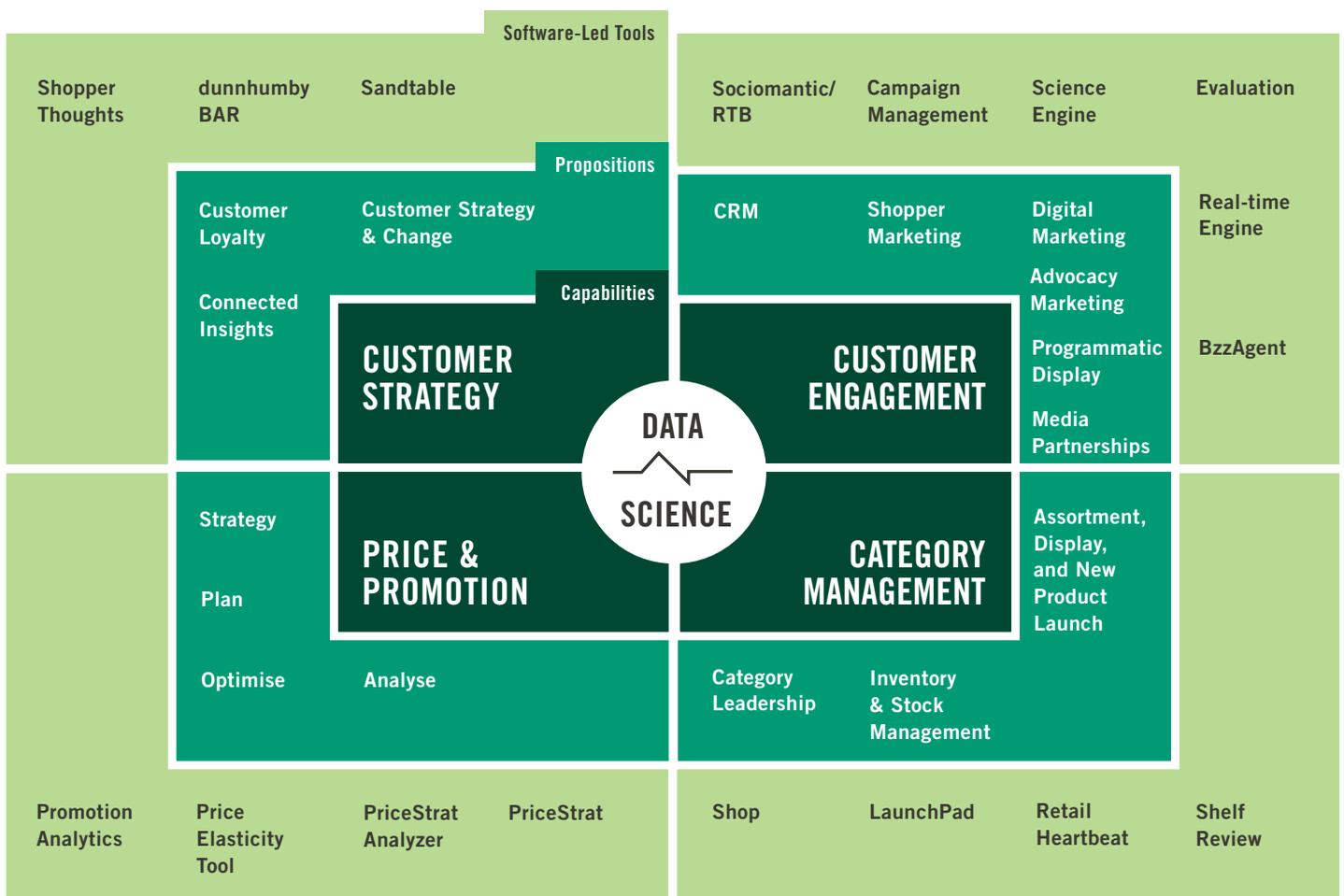
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CUSTOMER SCIENCE IS YOUR ADVANTAGE

At dunnhumby, we use data and science to understand customers better than anyone else and apply that insight to create exceptional experiences in digital, mobile and retail environments. From better prices and promotions to better ranging and assortment to more personalised and relevant adverts and comms, everything we do is driven by a desire to delight customers and earn their loyalty – which in turn grows the sales and profits of businesses like yours.

BUILDING CUSTOMER LOYALTY, FROM INSIGHT TO ACTIVATION

So retail has changed — but have you? In this non-traditional environment, traditional strategies and tactics aren't going to outperform the competition. That's where dunnhumby comes in. We understand the business problems facing retailers and brands today and have created a suite of capabilities to address them. Representing six unique areas of expertise, each of our customer science capabilities plays a critical role in your journey to become a customer-led organisation.



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DATA

Big Data is... huge. And it's only getting bigger. Our Data capability team can help you manage and make the most of it. We'll work closely with you to assess your existing data capability and understand your business vision and goals, then use that insight to provide expert advice and guidance on how best to exploit the data you have, increase your understanding of your customers, and drive incremental, measurable value to your business.



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SCIENCE

An enabling capability powering everything we do, our Science experts focus relentlessly on uncovering actionable insight within the context of the customer and enabling our products and people in applying those insights in real-time, providing customers with exceptional experiences in every channel at any time. Our team is always sharpening its cutting edge through research and partnerships, which means you'll always benefit from the latest advances in data science.



CUSTOMER STRATEGY

Our Customer Strategy team partners with retailers and brands to help them make the leap into customer centricity. Bringing 25+ years of experience and expertise in data science, human understanding and organisation performance management, we help clients like you to better understand your customers, identify important strategic customer groups, and focus on creating a relationship to best engage those customers. It's an approach proven to profitably increase sales, build customer loyalty, and put an emphasis on strategically acquiring the customers who are most likely to become your best customers over time.

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CUSTOMER ENGAGEMENT

Our Customer Engagement products and services help retailers and brands build personal connections with their customers. We obsess about customers and what they want to hear about ensuring our communications are relevant across their entire shopping journey. Spanning paid, earned and owned media, we engage customers wherever they are to deliver relevant offers and content in the moments and channels that matter most.



CATEGORY MANAGEMENT

Ensuring the right product is in the right place at the right time is critical to rewarding customer experiences and, as such, fundamental to successful retail. Our Category Management capability will help you understand which customers are shopping and how their behaviours are impacting each category and each product's sales so you can make the right strategic and tactical decisions concerning assortment, product and stock.



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PRICE AND PROMOTION

Customer price perception is crucial to winning loyalty, yet today's shoppers are more price sensitive than ever. You need to be competitive, but you can't reduce prices so low that you limit financial growth — or worse. So how do you achieve the right balance? Our strategic process, proprietary insights, engagement approach and cutting-edge software are designed to help you focus on what's important to avoid the race to the bottom and grow customer loyalty and long-term profit.



Our capabilities are powered by the analysis of a massive breadth of data:



Nearly **1 BILLION** customers



40 BILLION baskets



\$600 BILLION retail spend



30+ markets



26,000+ stores



dunnhumby

dunnhumby is the world's leading customer science company. We analyse data and apply insights from nearly one billion shoppers across the globe to create personalised customer experiences in digital, mobile, and retail environments.

Our strategic process, proprietary insights, and multichannel media capabilities build loyalty with customers to drive competitive advantage and sustained growth for clients. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas and works with a prestigious group of companies including Tesco, Monoprix, Raley's, Macy's, Coca-Cola, Procter & Gamble, and PepsiCo.

GET IN TOUCH

Contact us at dunnhumby.com

to learn how our customer science capabilities can help you better understand and delight your customers.