



dunnhumby Retail Media Platform

Designed to support your Retail Media evolution.

A unified, omnichannel platform that empowers Retailers and Brands to harness the full potential of their Retail Media business with a flexible, modular and scalable solution.

A simple and centralised campaign management tool

AI-powered ad servers

Smarter ad delivery with real-time optimisation

Streamlined operations

Connected workflows that simplify every step

Flexible and scalable

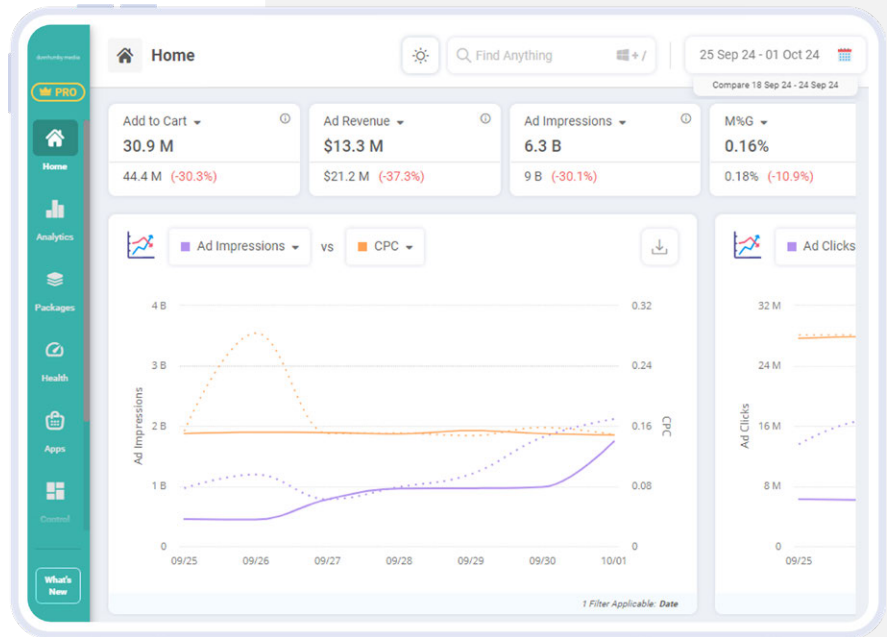
A modular platform that grows with you

Ready when you are

Launch your Retail Media Journey in weeks, not months

dunnhumby

Uniquely designed to deliver best-in-class campaign management to enable your Retail Media vision



Customisable modules that deliver the media experience that Brands and Agencies will appreciate, and invest in.



Channels & Ad Formats



Audience Targeting



Measurement



Workflow / OMS



Buying Models



Retailer Analytics

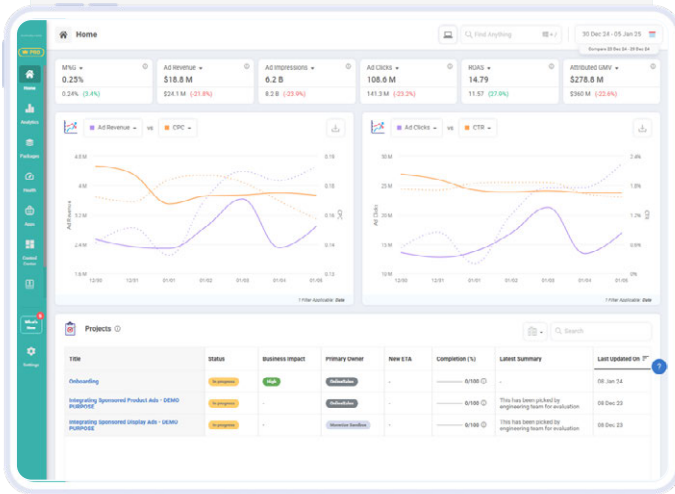


A platform that works for you

For Retailers

Comprehensive visibility and control over key business operations:

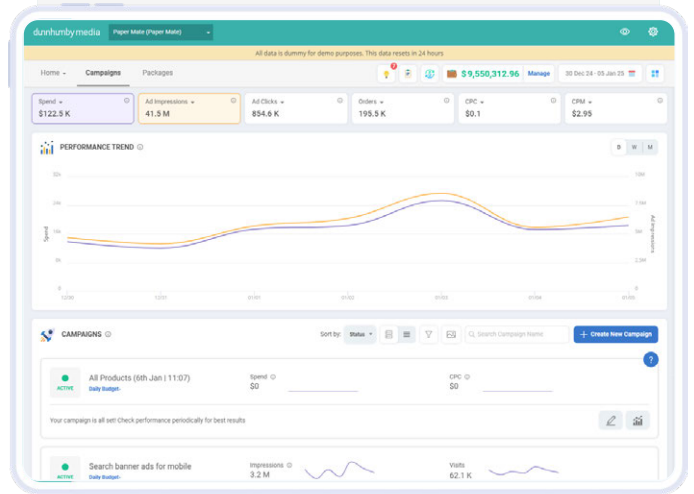
- Revenue tracking
- Channel, inventory and campaign management
- Consolidated reporting and performance
- Customisable user permission configurations
- Brand and agency onboarding



For Advertisers

Manage and monitor campaigns in a single platform with ease:

- Flexible integrations
- Built-in creative templates and review process
- Onsite, Offsite and In-store in one interface
- Captures campaign plan through measurement
- Ad wallet and transaction tracking



Designed to support your Retail Media evolution

With an API-driven architecture, the dunnhumby Retail Media Platform is designed to integrate, unify and automate your Retail Media operations.

A flexible Retail Media Platform built for scale

Designed from the ground up, or ready to meet you where you are today.



Dynamic integrations

Effortless integrations with third-party ad servers via an API-driven architecture.



Omnichannel network

A seamless UI for impactful campaign management, giving Brands and Agencies full control to book across key media channels.



Centralised and streamlined operations

Automated order systems and intuitive workflows customised for you.



Rapid deployment

Activate and set up your Retail Media journey within 6–8 weeks.



The Retail Media Platform offering

1 Dynamic integrations

The Retail Media Platform has an effortless integration with existing third-party ad servers and other essential systems, via API. Expand your platform as your network grows, with new integrations continuously added to meet evolving needs.

Billing & Payment

CRM

Supply Partners

Creative Delivery

Demand Provider

2 Effective campaign management

Optimise resources by streamlining manual tasks and manage partners effectively.



Build custom packages

Develop bundles for your advertisers automatically, to maximise your revenue opportunities.



Effortless reporting

Consolidate data from multiple sources to deliver reporting to advertising partners with ease.



Task delegation

Create self-service capabilities with access permissions for partners to customise the buying experience.

3 Streamlined account management

A single source for invoicing and tracking advertiser investment.



Automated incentive management

Drive advertiser commitment with automated, trigger-based incentives, and measure incentive usage and program effectiveness.



Credit line with invoice management

Increase ad spends by extending credit and securing funds through automated invoicing and reminders.



Comprehensive financial reporting

Promote financial transparency via detailed reports, preventing risks of oversight and mismanagement.

4 Centralised advertiser operations

Access a centralised platform to manage all aspects of Retail Media campaigns for increased efficiency.



Full-funnel analytics & insights

Brands can track campaign performance and full funnel analytics with their spend on Retailer site.



Powerful campaign management

Self-serve and powerful campaign management UI giving full control to the Brands.



Unified platform for all ad formats & channels

Brands can now buy media across different ad formats and ad inventory through the Retailer's self-serve platform.



Wallet, payments & invoicing

Leverage the in-built wallet management module for automated and incentive-driven payments and invoicing.

5 A fully integrated, omnichannel network

A seamless UI for impactful campaign management, giving agencies and brands full control to book omnichannel Retail Media across key media channels, with diversified and innovative ad formats.



Channels

Comprehensive range of channels providing versatile touchpoints to reach customers at every stage of their journey

Onsite
Media

Offsite
Media

Store
Media

Direct to
consumer/
CRM



Ad formats

Multiple ad formats available - from the most common formats to more innovative ones

Product
Listing Ads

Banner
Ads

Search
Ads

D2C/
CRM

Video
Ads

Shoppable
Videos

Coupons

And many
more...

6 Rapid deployment

Ensure smooth and efficient onboarding, enabling retailers to quickly launch, optimise sales, and accelerate revenue generation.

Discovery



Integration &
customisation



Testing &
adjustments



Launch



AI-powered, shopper-focused platform*

Automated one-click launch campaign

Effortless campaigns with auto-selected products from the catalogue based on 50+ signals. No manual product selection required.

Contextual targeting

Use Natural Language Processing (NLP) to understand shopper intent and serve ads based on shopper behavior and preferences.

Hands-off bidding optimisation

Automatically set and optimise bids based on demand, increasing auction success without manual bid adjustments.

AI content validation

Automatically scan text within ads/marketing materials to identify content that might be flagged as AI-generated, potentially low-quality, or not aligned with your guidelines.

Real-time optimisation

Machine learning algorithms continuously monitor ad performance and adjust targeting, bidding strategies, and creative elements in real-time to maximise results.

AI-powered estimates

Get AI-powered estimates of key metrics and budget recommendations for every type of campaign.

*For Sponsored Products





Connect with us to start
the conversation

dunnhumby.com

The science of serving every customer.
Together. At scale.

As the essential intelligence layer connecting the world's leading retailers and brands dunnhumby helps businesses grow through faster, better decision making.

Sitting at the intersection of loyalty, media, and category management, dunnhumby helps to navigate complex and competing priorities. Combining AI-enabled science, software, and trusted advice, together with over 35 years of dedicated retail experience, dunnhumby is recognised as a leader in connecting customer insight and action to build loyalty, drive performance, and deliver results that last.

With offices in locations across Europe, Asia, Africa, and the Americas, dunnhumby works with iconic retailers and brands including Tesco, Walmart Data Ventures, Coca-Cola, Meijer, Procter & Gamble, and L'Oréal, to make smarter decisions today and tomorrow.

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