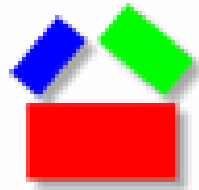


dunnhumby USA
essential customer genius



THE DATA CENTER
Making sense of your data

Making Sense of Data:
*Customers at the
Center of Your Business*

What we're here to do

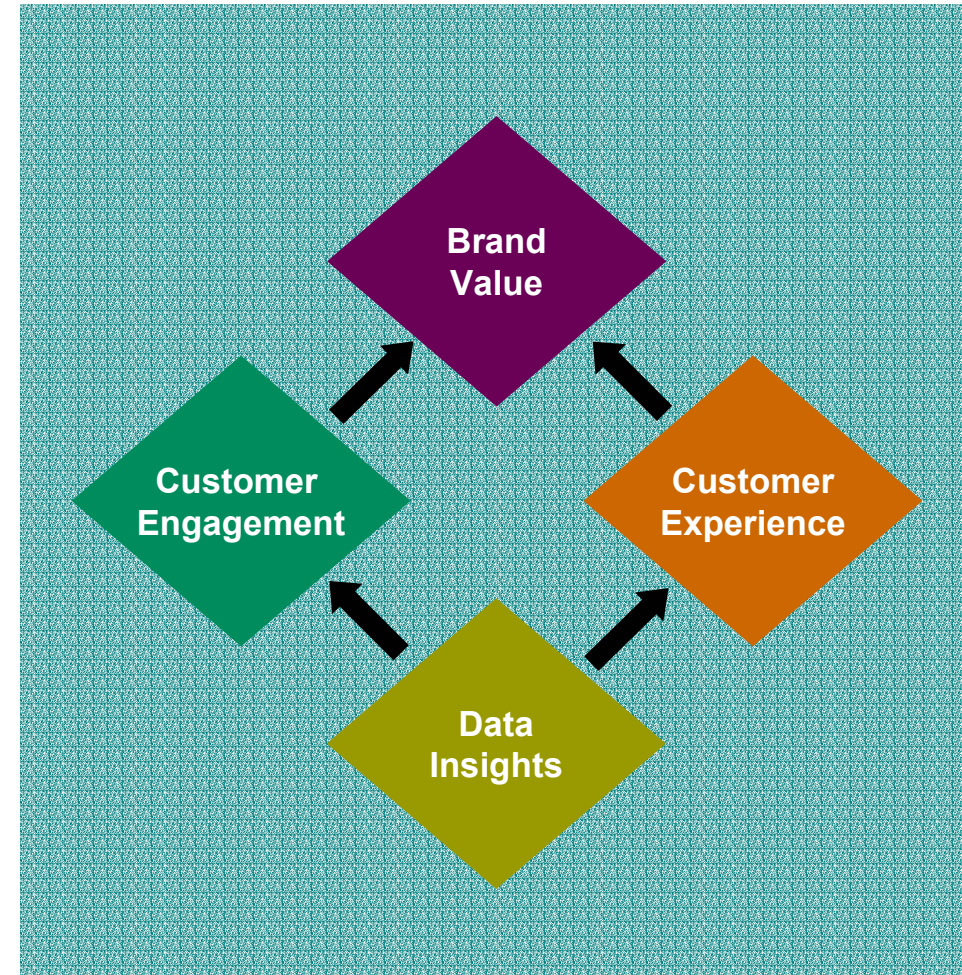
- Explain dunnhumby
- How we understand customers
- The power of customer centricity

A close-up, high-resolution photograph of a person's face, focusing on the eyes and forehead. The lighting is warm and golden-orange, creating a soft, intimate atmosphere. The person's eyes are dark and looking slightly to the right of the frame. The skin texture is visible, and the overall mood is contemplative and personal.

Who we are

Who is dunnhumby?

- An International consulting and marketing services organization focused on customer-centric planning and execution.
- Founded in 1989 by Clive Humby and Edwina Dunn. Now employing over 400 people worldwide.
- Headquartered in London, with a joint venture operation in Cincinnati.
- Over 120 customers across the globe including CPG, retail, financial services, energy, leisure, travel, telecommunications and manufacturing.



Our goal is delivering shareholder value

Brand Value

Brand Value – the measurable benefits that our clients and their customers obtain through the engagement with dunnhumby

The outcome – what we deliver

Our service lines

Customer Engagement

Customer engagement

Customer centric business transformation – the alignment of our client's employees and business with its customers

Customer Experience

Communications and media

Media strategy and planning, communication execution via retail media and direct marketing

Shopping Experience

Creating the theater, pricing, assortment, availability, store relevance, etc.

Data Insights

Custom Insight

Research and analysis of customer behaviors and context, perceptions, realities, adaptive subconscious

Data Solutions

Data and technology solutions that enable the insight and deployment



**How we
understand customers**

We enrich this with other data sources

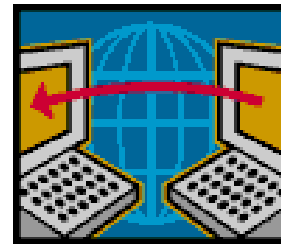
■ We know a lot about customers...

■ Application Form



- Where do they live?

■ Reference Data



- Which promotions do they buy?
- Which coupons do they redeem?
- Are they a club member?

■ Transactions



- How much do they spend?
- Where do they shop?
- How often do they visit?
- What do they buy?



■ External Data

- What do they tell us in market research?
- What type of street do they live in?
- How far do they live from competitors?

We use the data to create a comprehensive view of our customers

This is a friend I know, she is....



- ...a busy young lady
- ...looks after her health
- ...loves fresh produce
- ...shops on Saturday mornings
- ...reads People Magazine
- ...has a cat
- ...doesn't particularly care about price
- ...but does look out for promotions
- ...she pays mostly by debit card
- ...seldom uses self-scanning

I know 42m people in the US as well as I know her

We also create a common customer language for the business

They ultimately become part of a larger tool kit



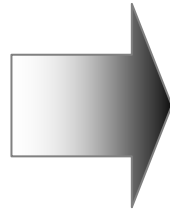
Our first key segmentation looks at customer loyalty

		Visit Pattern					
		Daily	Twice Weekly	Weekly	One out	Monthly	Occasional
Spend	High Spend	Premium Loyal	Valuable	Potential	Uncommitted	Uncommitted	Uncommitted
	Medium Spend						
	Low Spend						

- Measured weekly – overall, by division, by store
- A key scorecard for the organization

MyLife is built from a set of customer dimensions

Behavior
dimensions



Price

Diet

Fresh

Healthy

Organic

Low Carb

Bulk

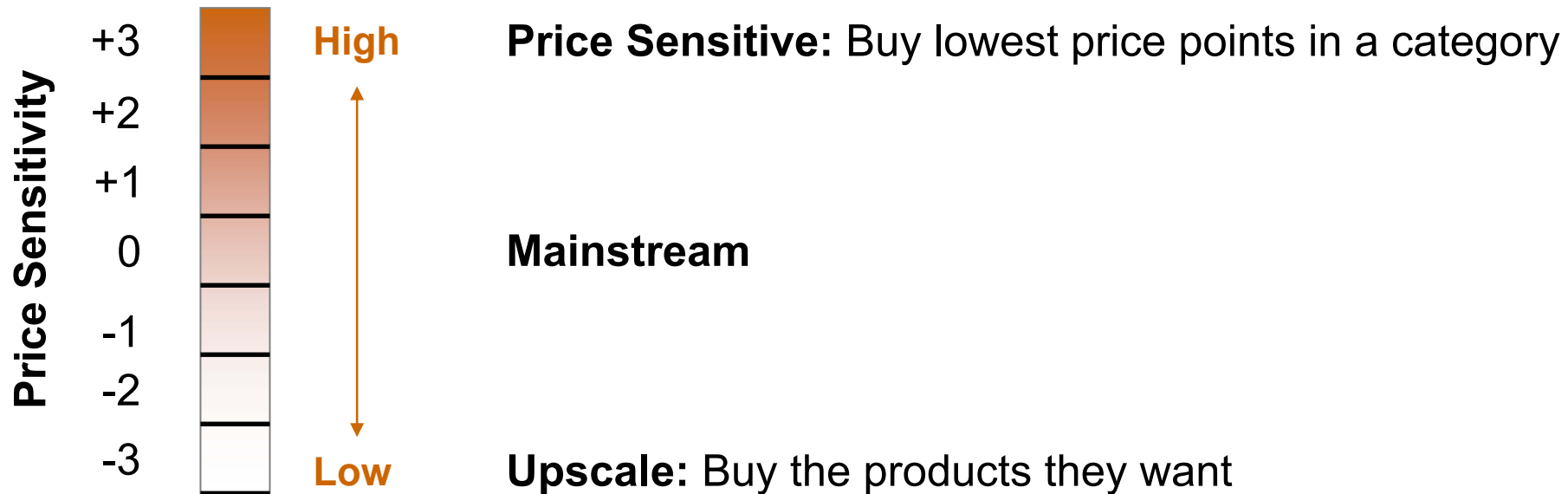
Etc....

MyLife is built up from a series of individual factors that influence customer shopping behavior

We call these individual factors – ‘dimensions’

Dimensions have the ability to evolve over time based on emerging trends

For every customer we score their behavior against each 'dimension'



This language makes understanding
customers simple for the business

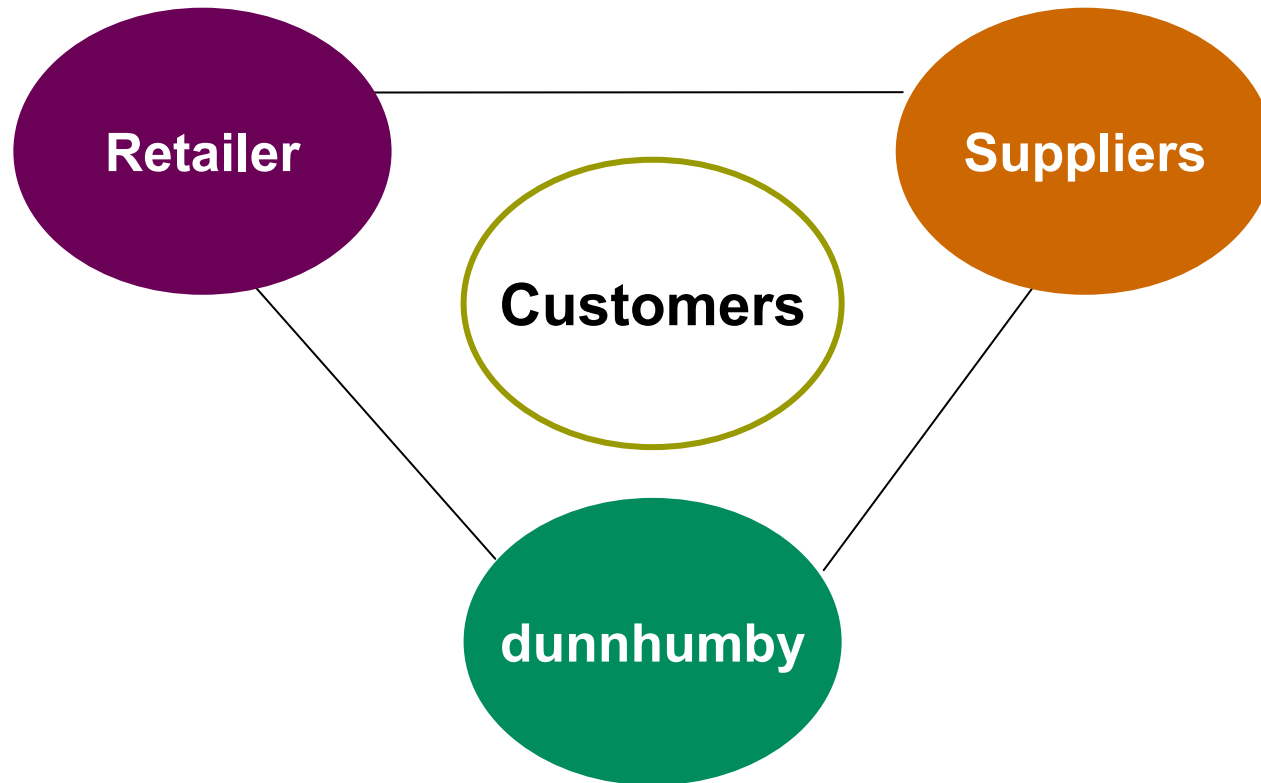
This is a friend I know, she is....

...a Premium Loyal Finest Customer



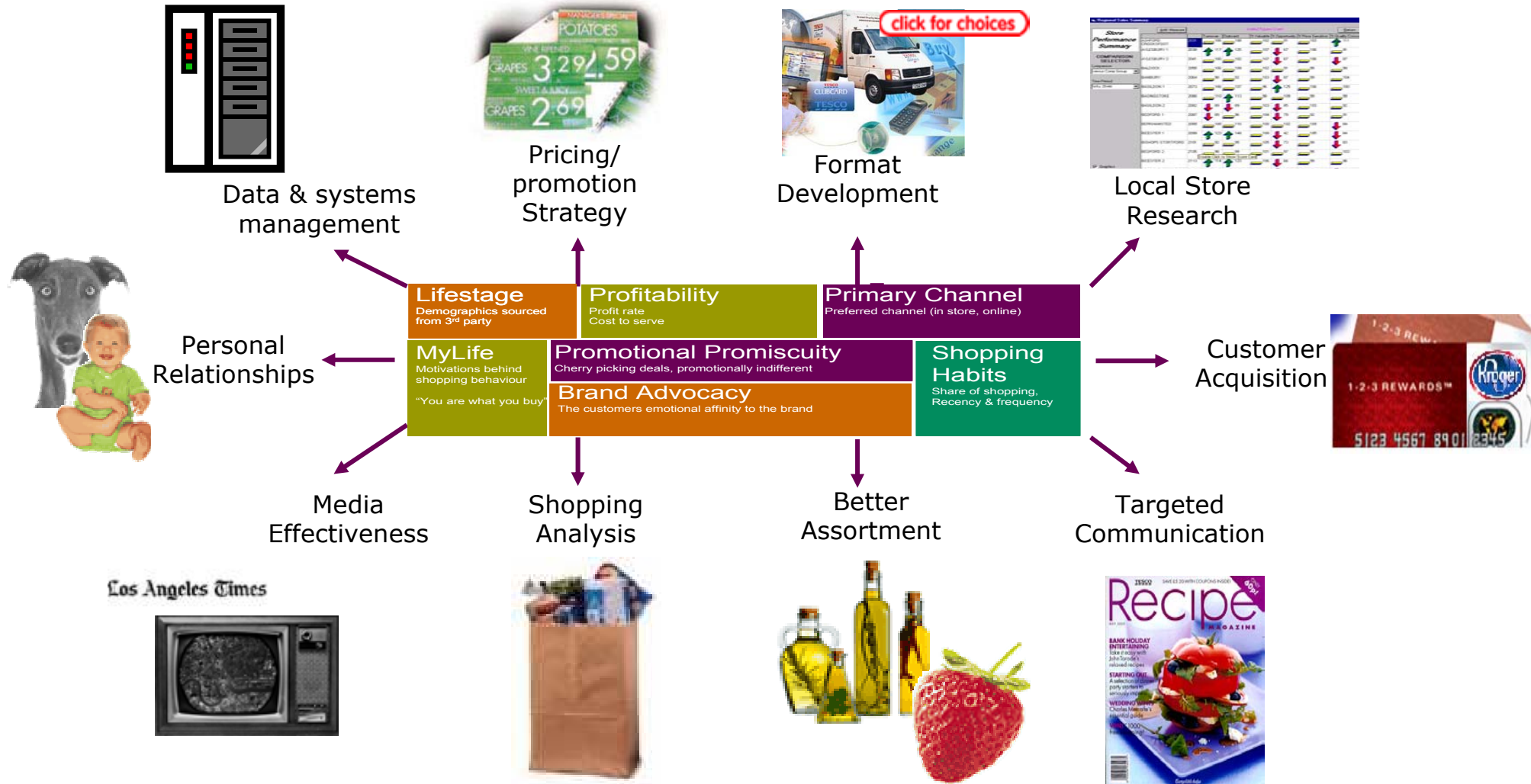
We understand 42m people in the US in this language

This language is essential for placing the customer at the center of our thinking and action



- helps create more productive dialogue
- helps us deliver more inclusive and effective sales initiatives

Customer insight and language ultimately drives all actions



The power of customer centricity



We send personalized, relevant communications



Chill out this summer
See back for our Family Relaxation Guide

Dear Mr. Shopper,

Thanks for shopping with us!

Please enjoy the savings we've put together in this exclusive mailing for you. We've done our best to gather great bargains on products you can use.

Free groceries! We've also included extra savings, good on your whole shopping trip. We hope you'll use the coupons to best product for a little something extra.

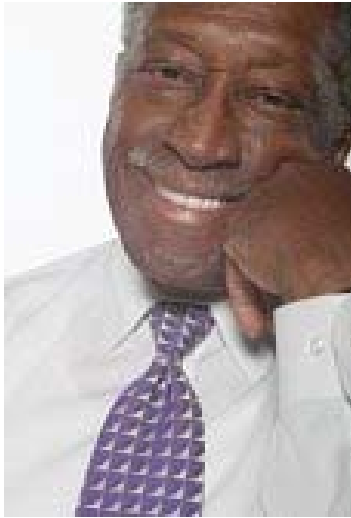
For more savings, check the enclosed brochure. And for extra fun, don't miss our special feature on summer relaxation for the whole family on the back of this letter.

Yours sincerely,
[Signature]
President of Division



So what does this all mean?

- Our singular focus is the customer. Understand them better than anyone else – loyalty, lifestyles, opportunity.



- Above all else – they come first.
- If the customer wins – we all win!



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