

>> Drivers of buying behavior, purchasing power

– Data – Media – Insights.

22/01/25

>> Retail media provides scalable, multichannel advertising powered by first-party data and closed-loop measurement.

**And also offers the right audience and the right time,
with best effectiveness of investment.**



Audience

Location

Return

Retail media has become a global phenomenon.

The ability to target shoppers across physical & digital channels is proving an irresistible opportunity



Projected growth for retail media advertising by 2027



Was spent on retail media around the world in 2023 alone

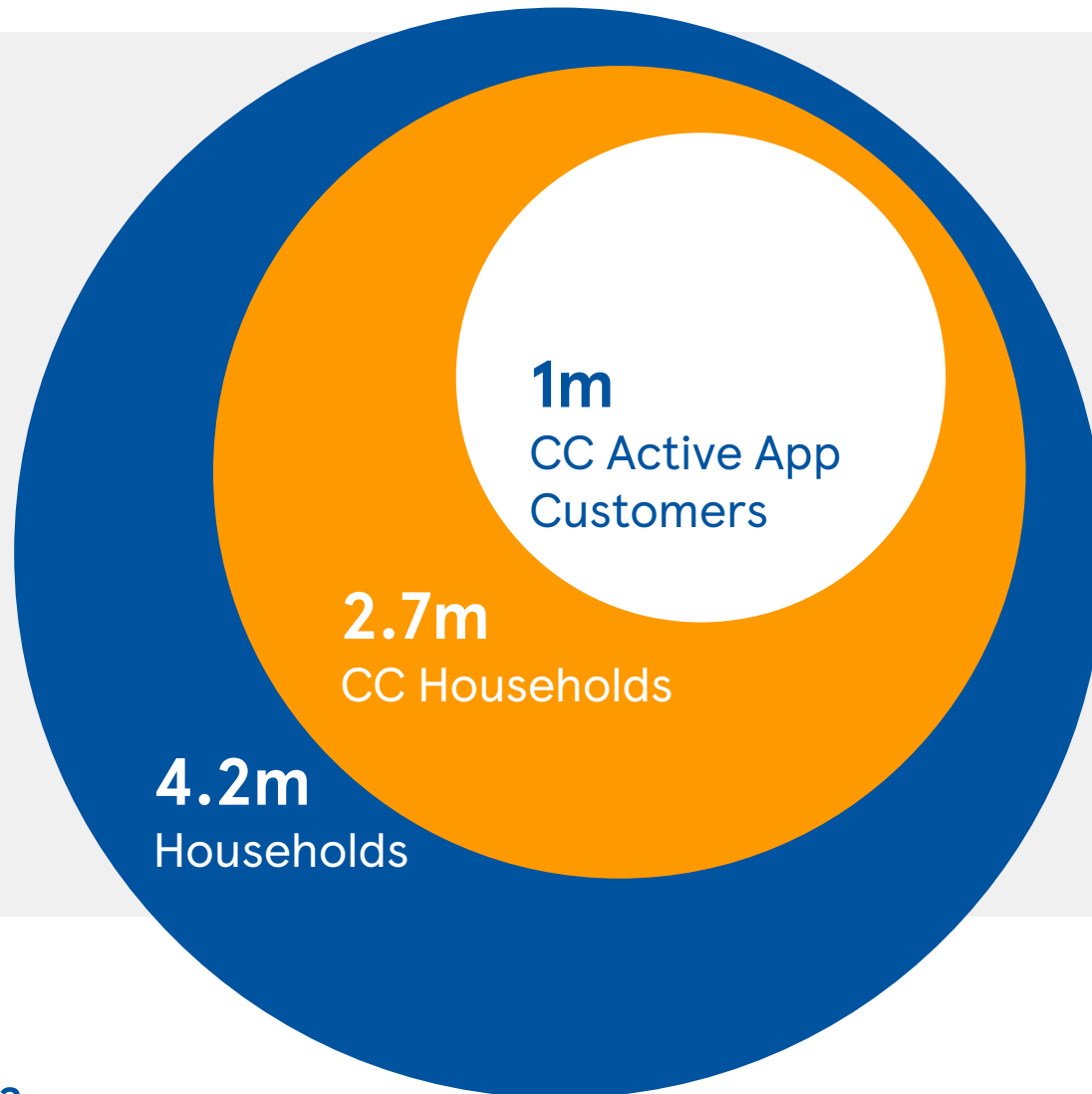


Retail media's percentage share of all ad spend in 2024

Our full funnel approach unlocks new briefs.



Address 62% households in Hungary.



		
Visits monthly	6.3m	5.7m
Frequency monthly	2.4	5.6

The power of Tesco Media.

473

media campaigns

+19%

connected store
avg. sales uplift

3.7 Million

shoppers converted
after being exposed to media

2.5 Million

campaign avg. exposures

9.52 Billion HUF
in **sales**

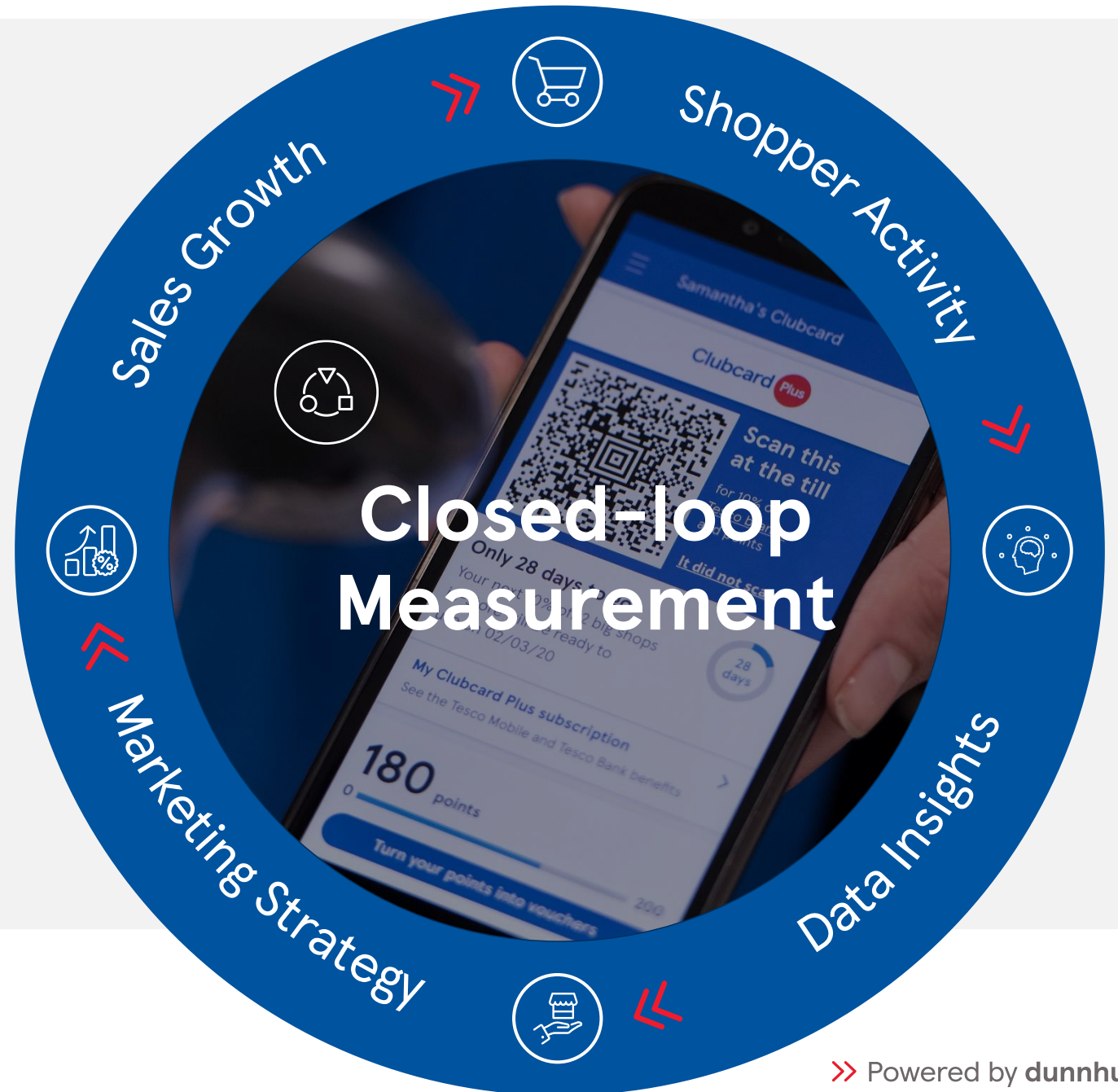
44%

new shoppers to the
advertised product

Sources: Supplier Performance, Toolkit, Benchmarking DB Instore

Timeframe: 2023

Let retail media
data & insights
innovate your
media strategy.



Retail media can deliver against both tactical trade objectives and longer-term brand objectives.

Tactical

Short term performance

Promotional support

Seasonal trade activity

Trade competitions

campaignR
OAS

CPA

Sales
Uplift

shoppers
Uplift

CTR

Strategic

Long term results

New product launch

Rebranding

Brand awareness

Exposures
CPM

Frequency

Lifetime
value

Annualised
ROAS



Measurement of performance for your brand.

with closed-loop measurement



Which **ad** most inspired our audience to find out more?

How many **new customers** did my campaign attract to the category?

How many of our new customers switched from a **competitor**?

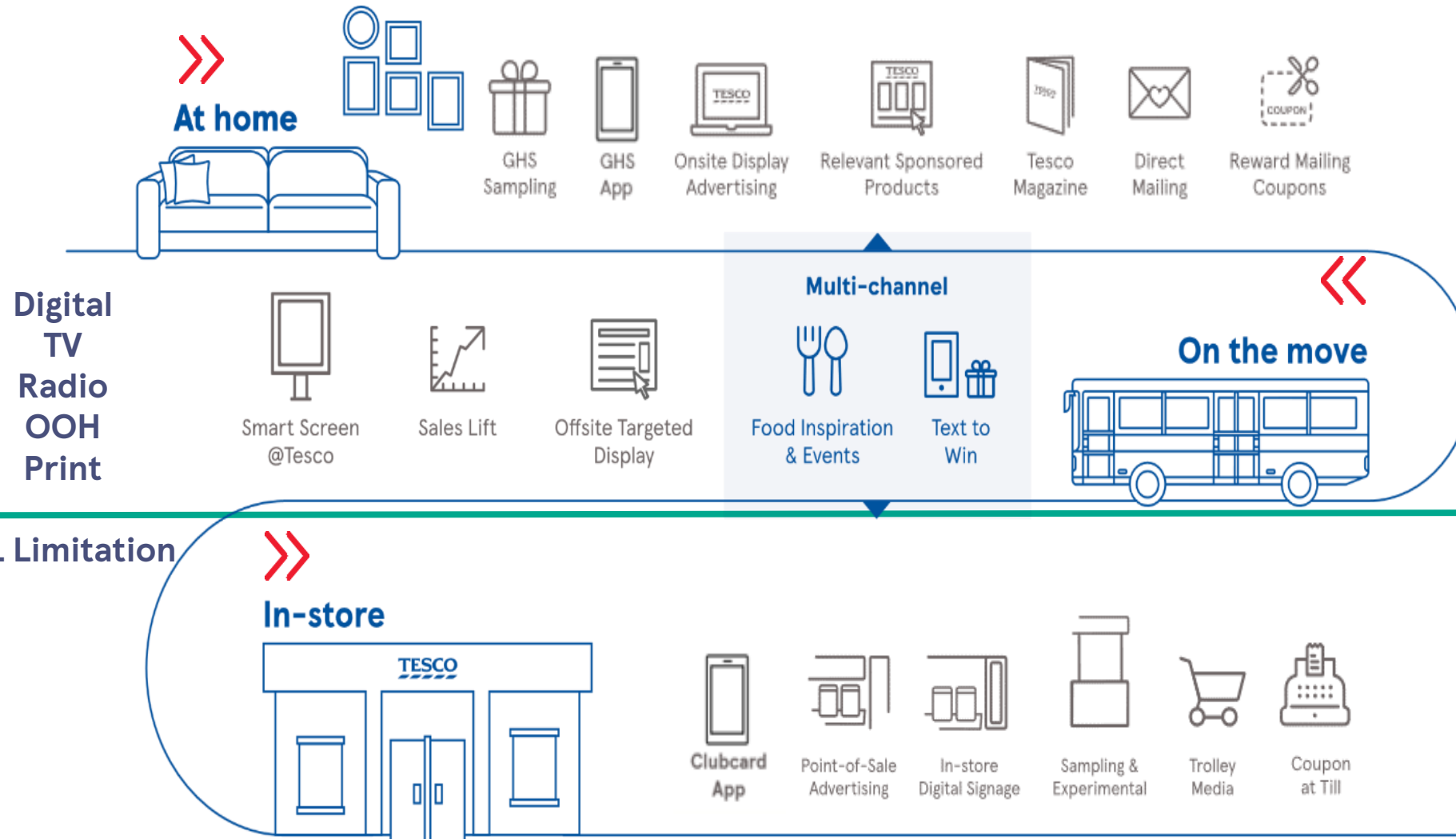
What **short term ROI** did the campaign deliver?

What impact did the campaign have on my **brand metrics**?

What was the direct **product sales** uplift? Was there a halo effect on other products?

How did my **media delivery** compare to benchmarks?

Multi-channel approach effectively covers entire customer journey and moves to customer purchase journey.



ATL Limitation

Tesco Media.

Powered by dunnhumby

132 digital screens available across 44 stores in Hungary.

Unparallel reach for you to deliver your brand creative messages



Front of Store



Gondola end



BWS panel

Adding screens to the media plan significantly improves performance vs using one POS touchpoint.



*Generic brand example for campaign visuals recreation

Tesco Media.

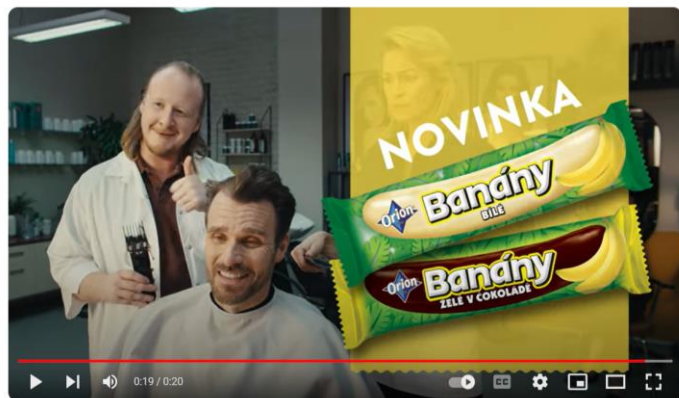


**Sales
uplift**

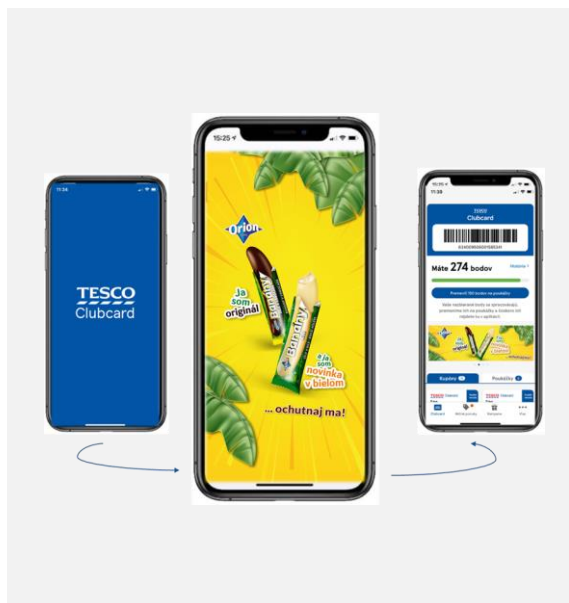
**Customers
uplift**

>> Powered by dunnhumby

Retail media in optimal frequency generates the most relevant reach and significantly boosts conversion.



Orion Banány TV reklama 20s



3.8x higher conversion by exposure to 3 channels vs. just 1 channel

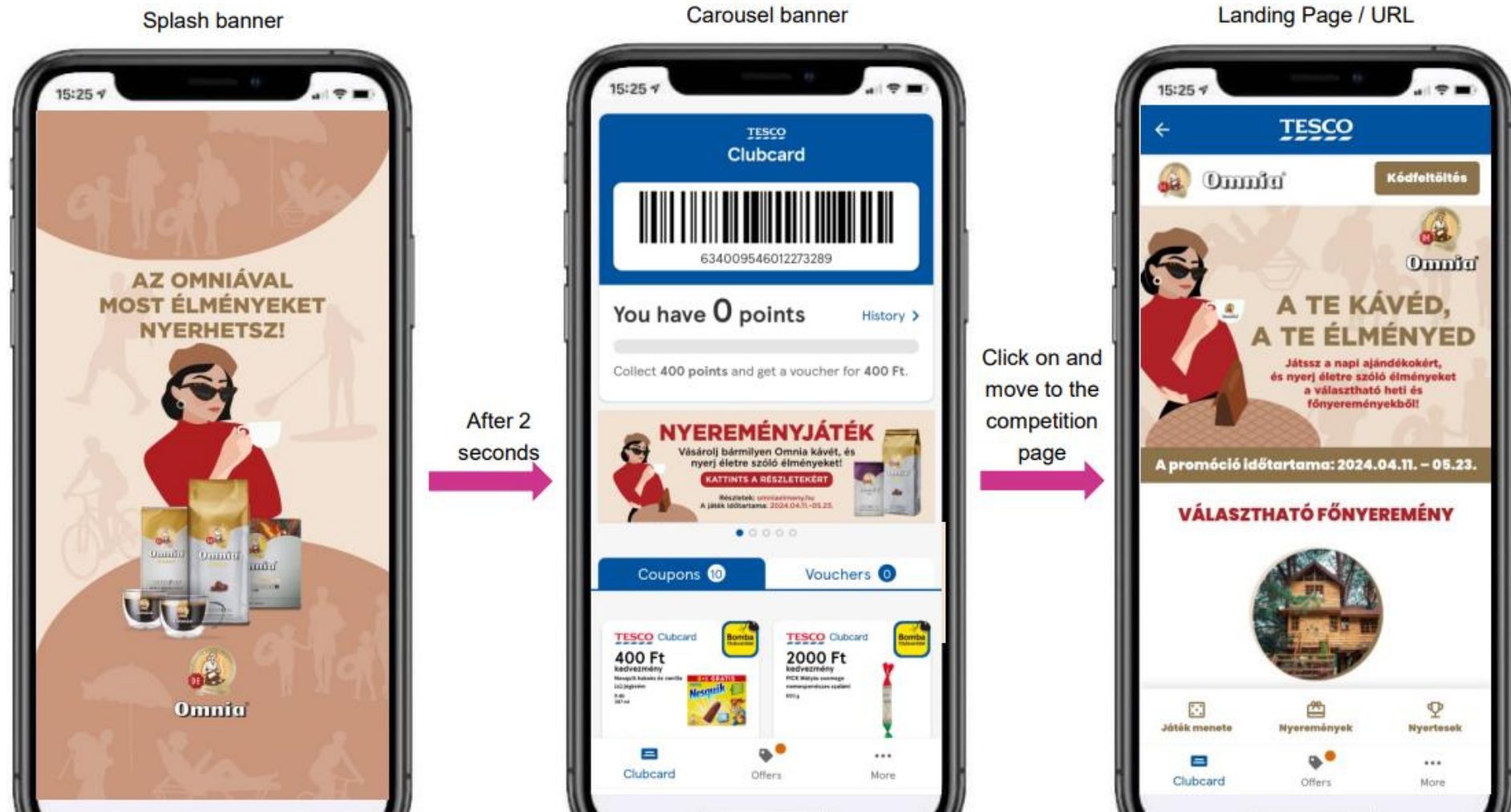
5.3x higher conversion by exposure to 4 channels vs. just 1 channel

Omnichannel communication targets customer experience and meets objectives across the purchase funnel.



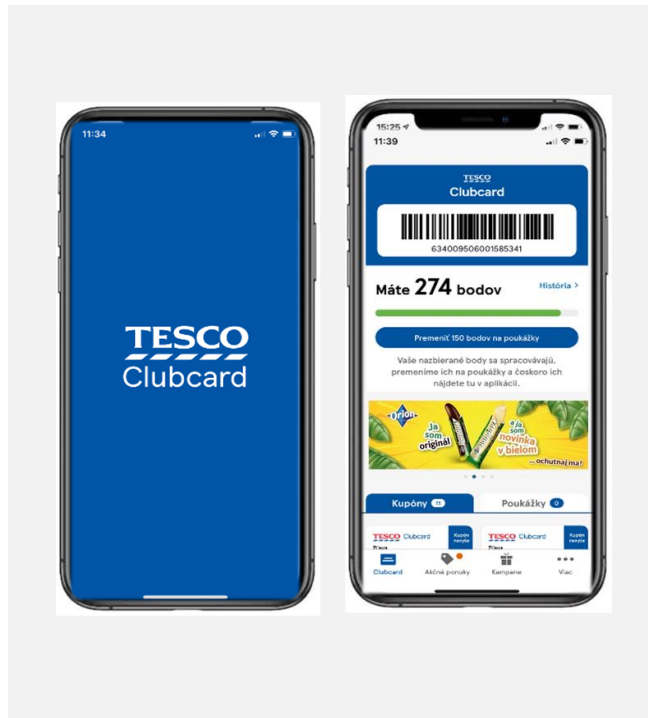
Tesco Media multi-channel portfolio enables for optimal reach, frequency and visibility for Omnichannel campaigns.

- Short message on Splash banner.
- After 2 seconds of opening the app, the Carousel banner becomes visible.
- User can click on the banner and will be moved to the Landing Page / URL with competition rules.



3 phases of connected Tesco's Media strategy for successful NPD launch.

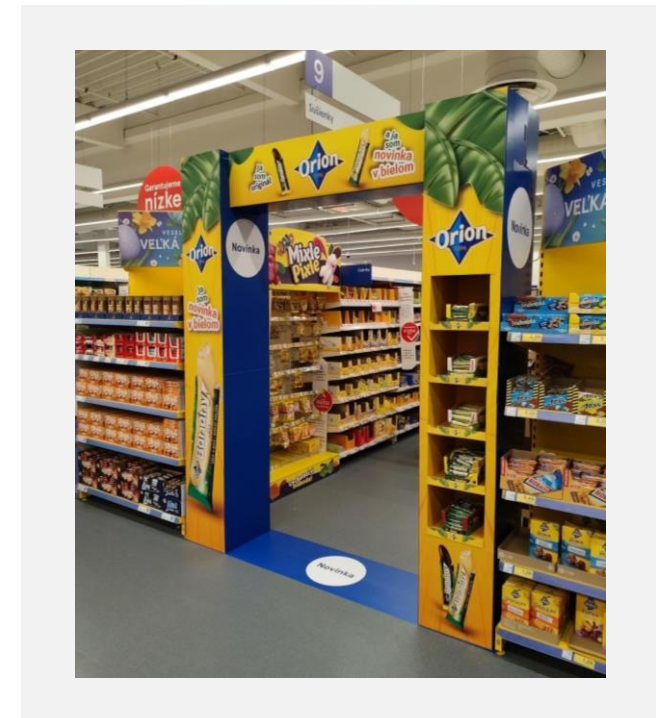
Phase 1: Pre-launch



Phase 2: Launch



Phase 3: Post-Launch



Key takeaways to scale your retail media business.

Data at the heart

Omnichannel & full funnel

Go beyond trade

Don't forget measurement

Bring the whole org with you

Always keep moving

Get in touch.

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