dunnhumby Sphere

The Customer First platform for Retail Media

Imagine that you could build your own Retail Media platform without the traditional cost and complexity. Imagine that you could provide your advertising partners with a sophisticated omnichannel advertising platform that made shopping easier and more convenient for your Customers at the same time. That is precisely the kind of experience we wanted to deliver through dunnhumby Sphere.

Combining the absolute best of our products and services into one comprehensive and flexible package, it is an all-in-one platform that allows Retailers and Brands to share a single source of truth, and plan, execute and measure the impact of omnichannel Retail Media.

Key features

1. Seamless, automated workflows managed through a single, intuitive UI.

2. Build simple-to-understand AI-driven audiences that meet specific objectives.

3. Embed data science at every step of the planning and buying process.

4. Deliver relevant content to Customers across multiple touchpoints.

5. Consistent Customer-focused metrics to compare channel performance and long-term Customer impact.

Plan, execute, and measure the impact of omnichannel Retail Media.

EFFICIENT WORKFLOWS: EVERYTHING IN ONE PLACE	Drive radical operational improvements and connected Customer experiences with E2E planning, booking and activation across mass and one-to-one channels.
AI DRIVEN AUDIENCES: SIMPLE BUT POWERFUL	Gain easy access to AI-powered audiences that help you predict Customer purchasing behaviours and reach high-intent shoppers right when they're' ready to convert.
CUSTOMER-CENTRIC MEASUREMENT: IMPACT MADE CLEAR	Standardised measurement KPIs across channels allow you to assess the true impact of advertising on sales, loyalty, and long-term Customer satisfaction.

How dunnhumby Sphere works

What it does

dunnhumby Sphere is an end-to-end Retail Media Platform that provides a fully integrated set of modules - helping you to unify audience targeting, media booking, forecasting and measurement across all media channels.

How it helps

Our platform accelerates your Retail Media transformation in a way that helps you achieve maximum ad revenue and enables massive scale.

Where it works

dunnhumby Sphere delivers true omnichannel Retail Media capabilities to address your Customers across Digital Offsite, Digital Onsite and Store Media 1. 1 to 1 / direct to consumer channels in 2023.

dunnhumby Sphere in practice

dunnhumby Sphere has been designed to help overcome some of the biggest obstacles standing in the way of your Retail Media transformation. With it, you can focus on building an advanced Retail Media offering without needing to worry about:

Complexity

It is everything you need in one place, tackling the complexity that system fragmentation brings. Every system and application is fully interoperable, allowing data to flow consistently within the platform for powerful insight gathering and media automation.

Capability

Built as a flexible modular solution, it can also integrate with the broader ad ecosystem, allowing you to incorporate Retail Media technologies more efficiently, reducing your need for external support, and allowing you to in-house operations.

Cost

And because it runs on an "as-a-Service" basis, it provides access to advanced technologies at a fraction of the cost of building them from scratch.

The modules at the heart of dunnhumby Sphere

The complete set of modules in dunnhumby Sphere work together to simplify the campaign management process. Here is an overview of the features you will find on the platform.

Insights

Insights helps users to learn about the health of a Brand. This module provides information on performance within a category, the shopper behaviours driving that performance, and which channels are most effective in reaching those shoppers.

Audiences

In Audiences, you can choose audience segments from a predefined catalogue, including predictive audiences. Users can easily combine audience segments with Brands and products. Additional filters provide a granular level of control.

Forecasting

On selecting the audience segments, the Forecasting module estimates audience size. In addition, Forecasting helps ensure ad spend success by indicating the reach and cost across channels.

Bookings

This module allows for the creation of omnichannel campaigns across Offsite, Onsite, and Store locations. Users select channel and placement types and supporting information updates dynamically based on their choices.

Measurement

In Measurement, users will find reporting dashboards that gauge channel results and access Retailer and category level benchmarks. Drilldown analysis helps show performance drivers for actionable insights.

Billing

Simply and efficiently manage all payment and invoicing processes.

Delivering tangible results

With dunnhumby Sphere, our clients can achieve:

Easy to access science-based audiences results in

1.5 to 2X

uplift in Return on Ad Spend (ROAS)

Drive a
2%
uplift in like-for-like revenue

Efficient workflows deliver operating efficiencies of up to
40%

About dunnhumby media

dunnhumby media harnesses the power of Customer Data Science to help some of the world's best-known brands capitalise on the huge potential of Retail Media. Providing retailers and advertisers with the ability to understand, predict and respond to shopper behaviour, our products and solutions give them everything they need to create highly-personalised campaigns that engage and inspire their Customers.

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