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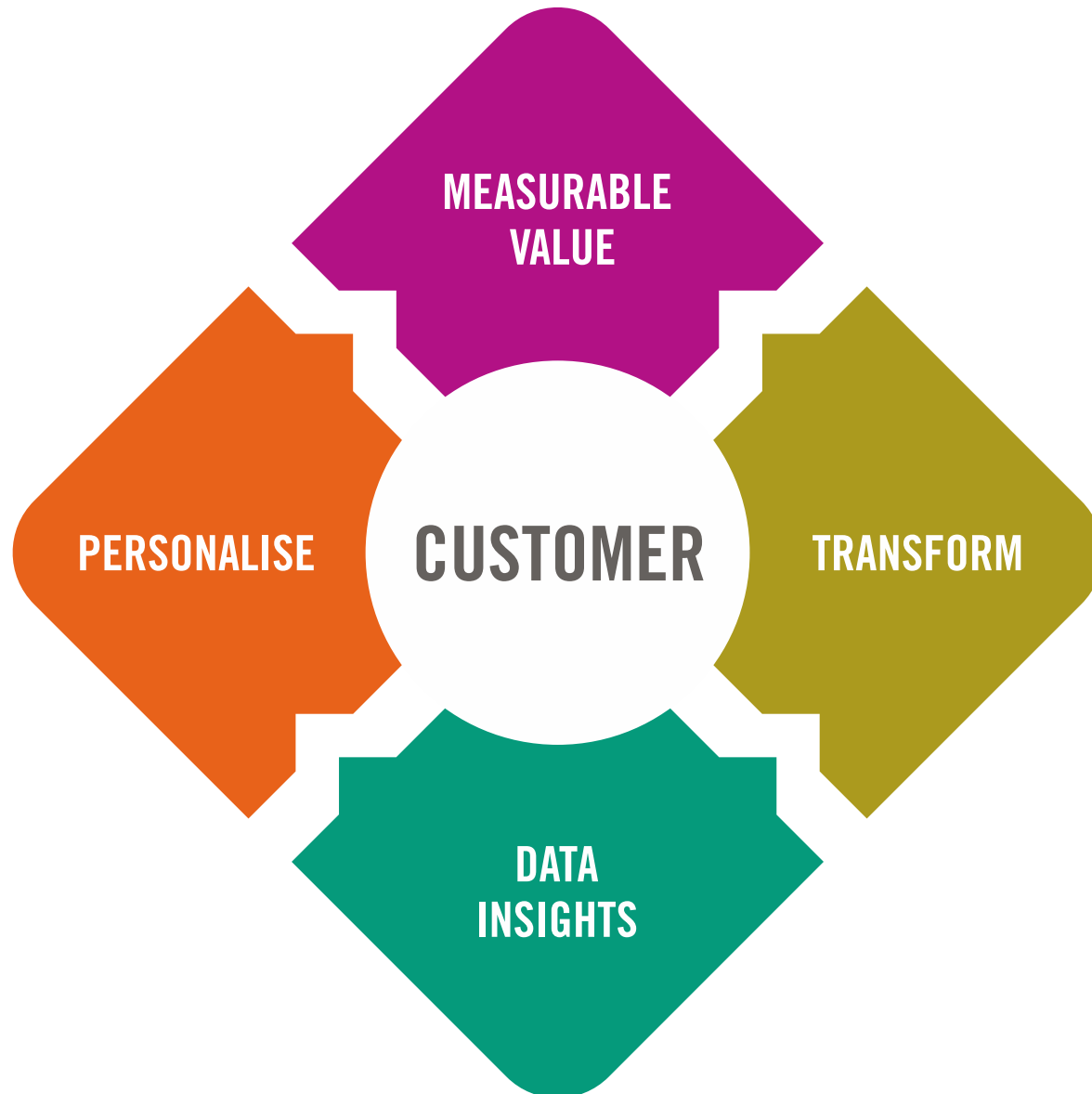


La conoscenza del cliente vince sempre

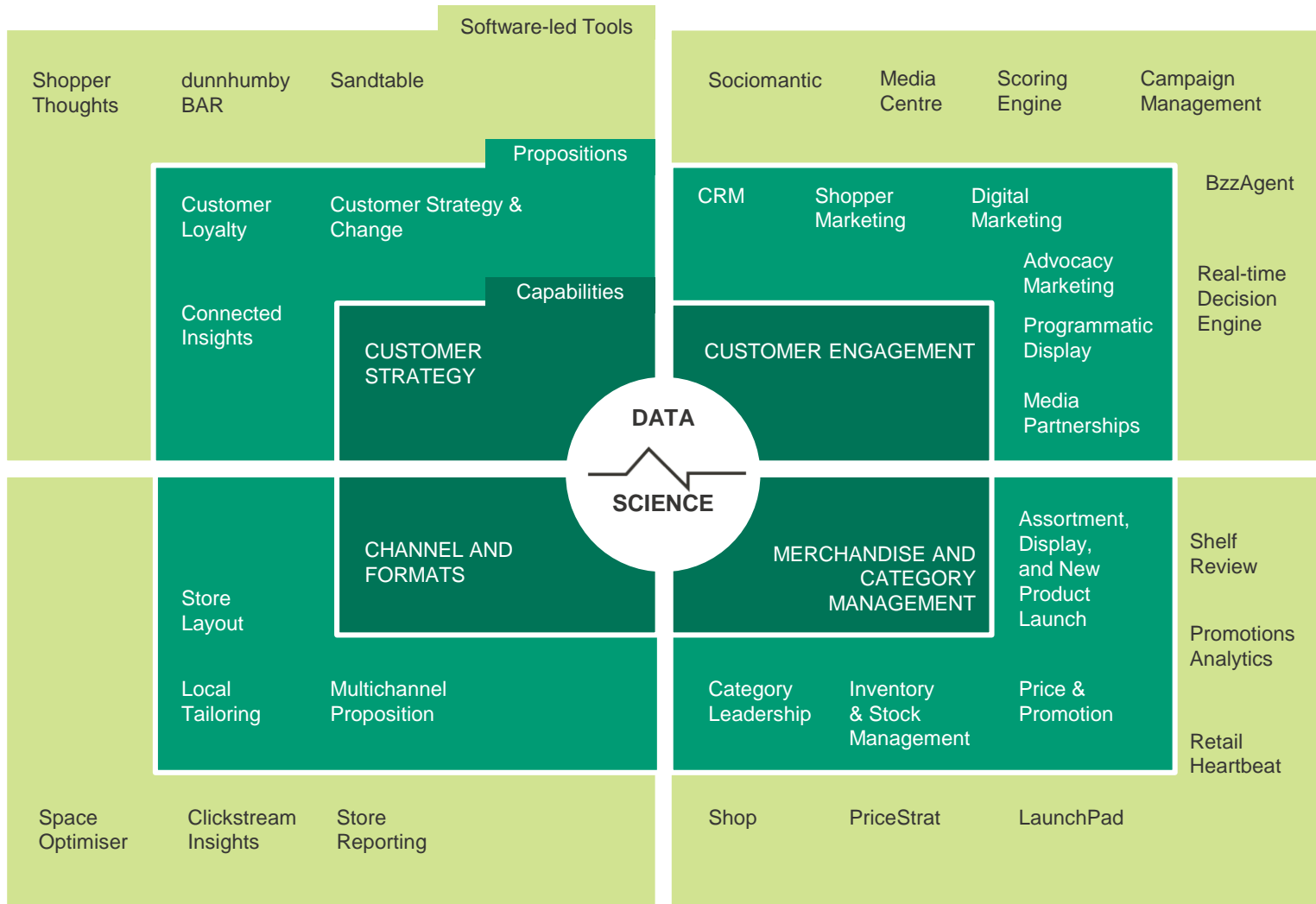
What does the future look like?

Michela Giacomini and David Ciancio
dunnhumby

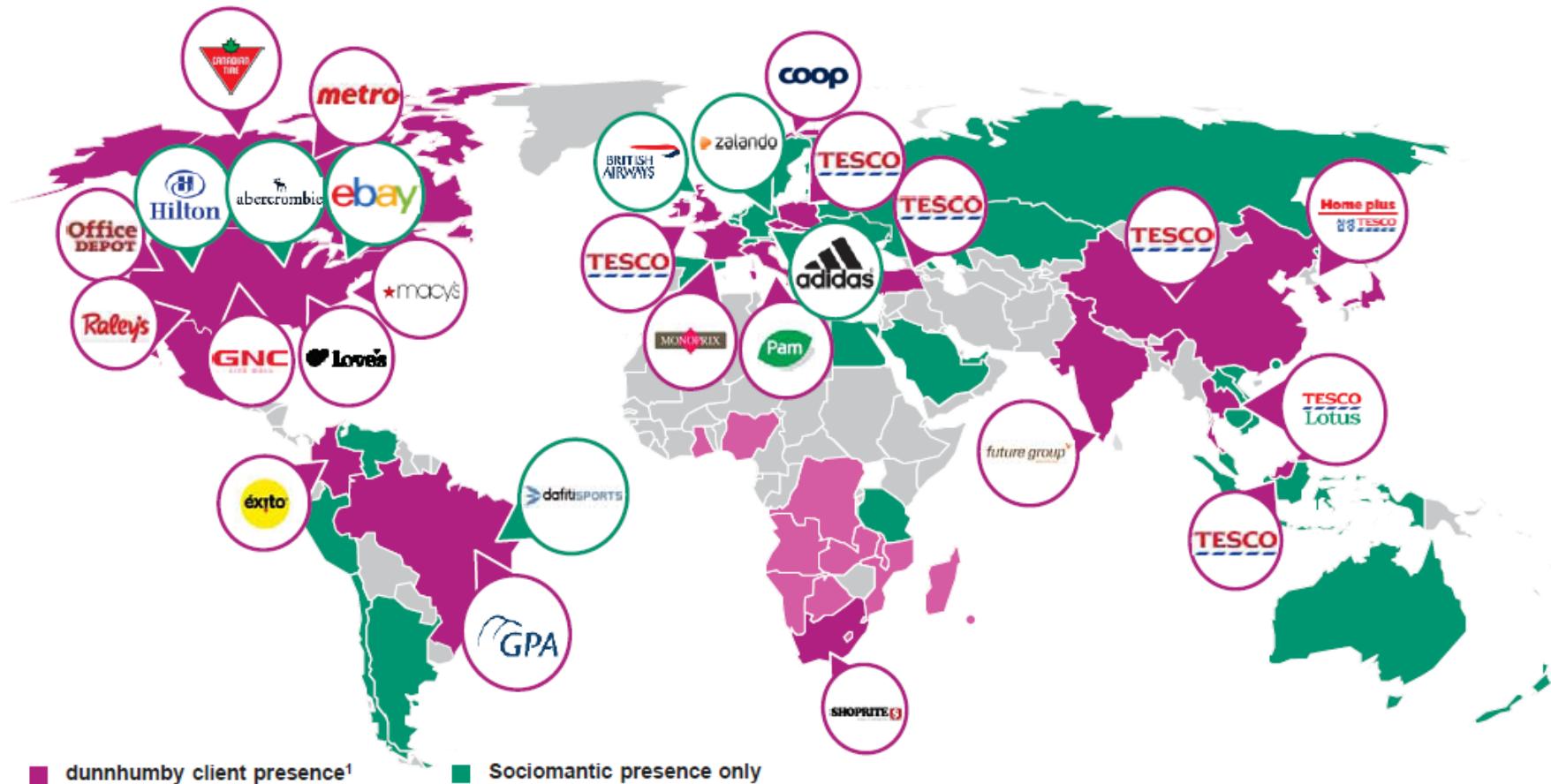
What we do



We can cover a wide variety of capabilities



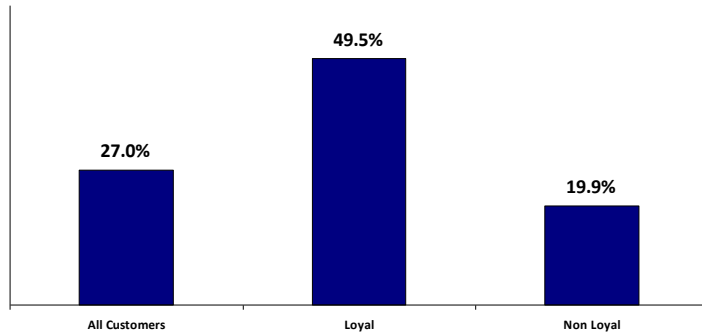
Data gives voice to 700m shoppers in 34 countries



Our global partner network links retailers from around the world to actively discuss best practice and innovation

What these shoppers are telling us

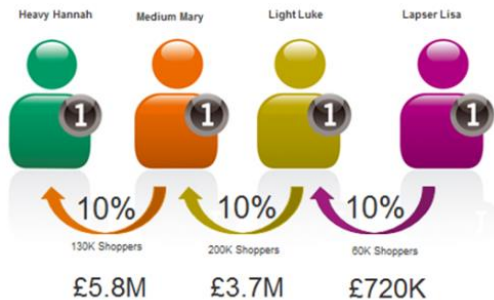
Retailers are not earning loyalty...



...neither are brands



There are sizeable opportunities for growth



The shopping trip has changed forever

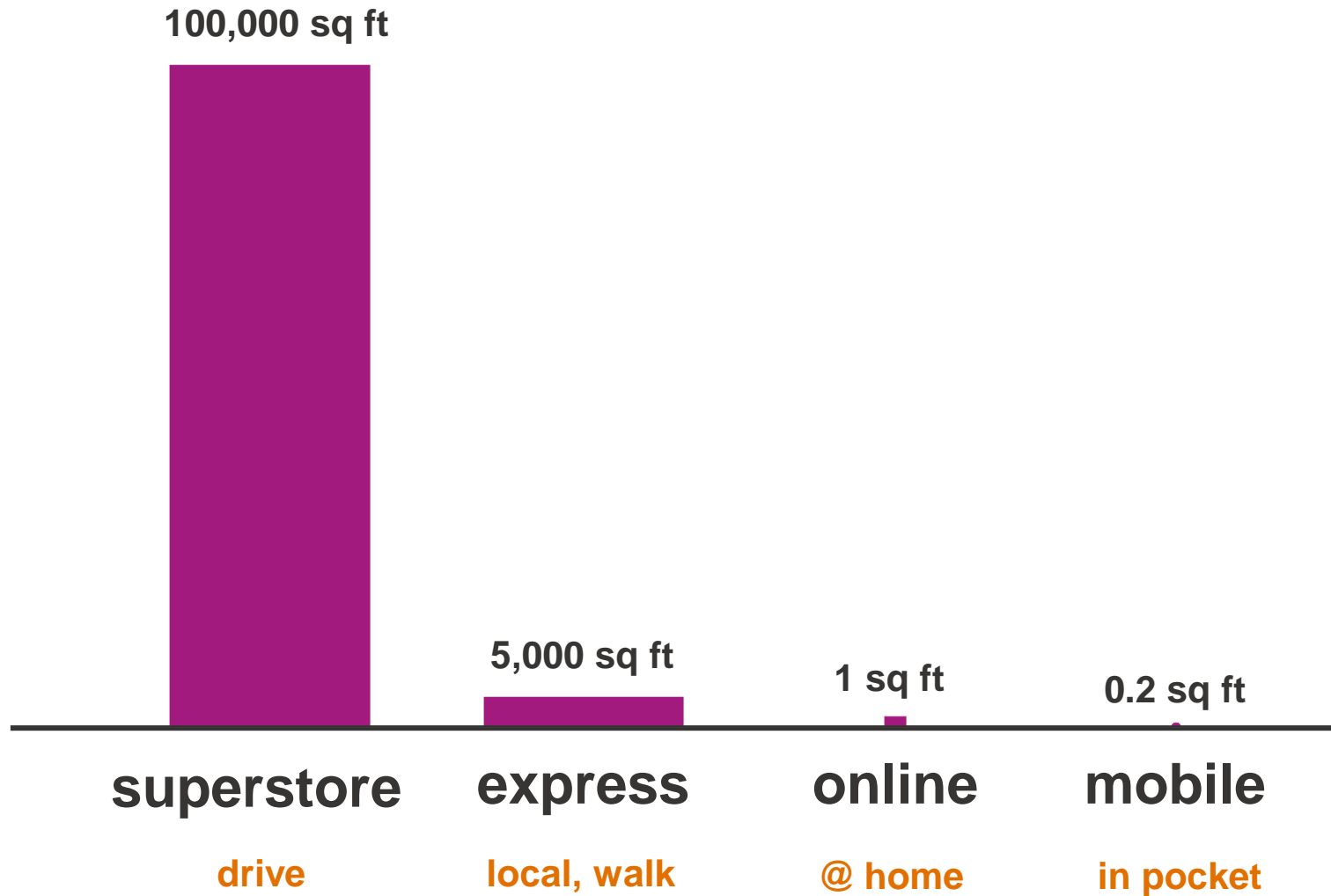


The new normal isn't

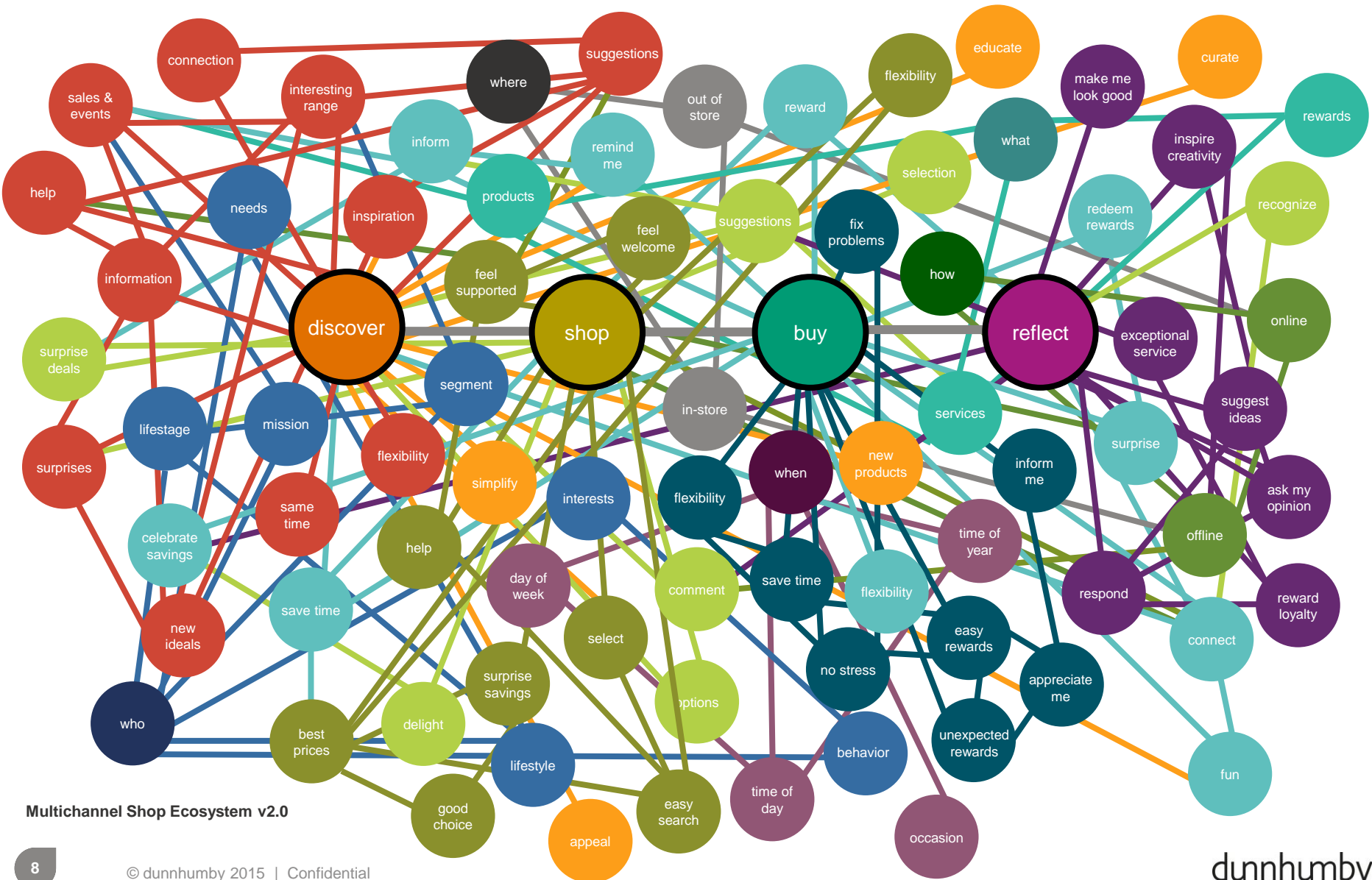


- Customers' lives have been **transformed** by technology
- Shopping trips are more **complex, diverse** and **unpredictable**
- Competitors are adapting, new competitors are emerging **fast**

The very definition of 'store' is changing

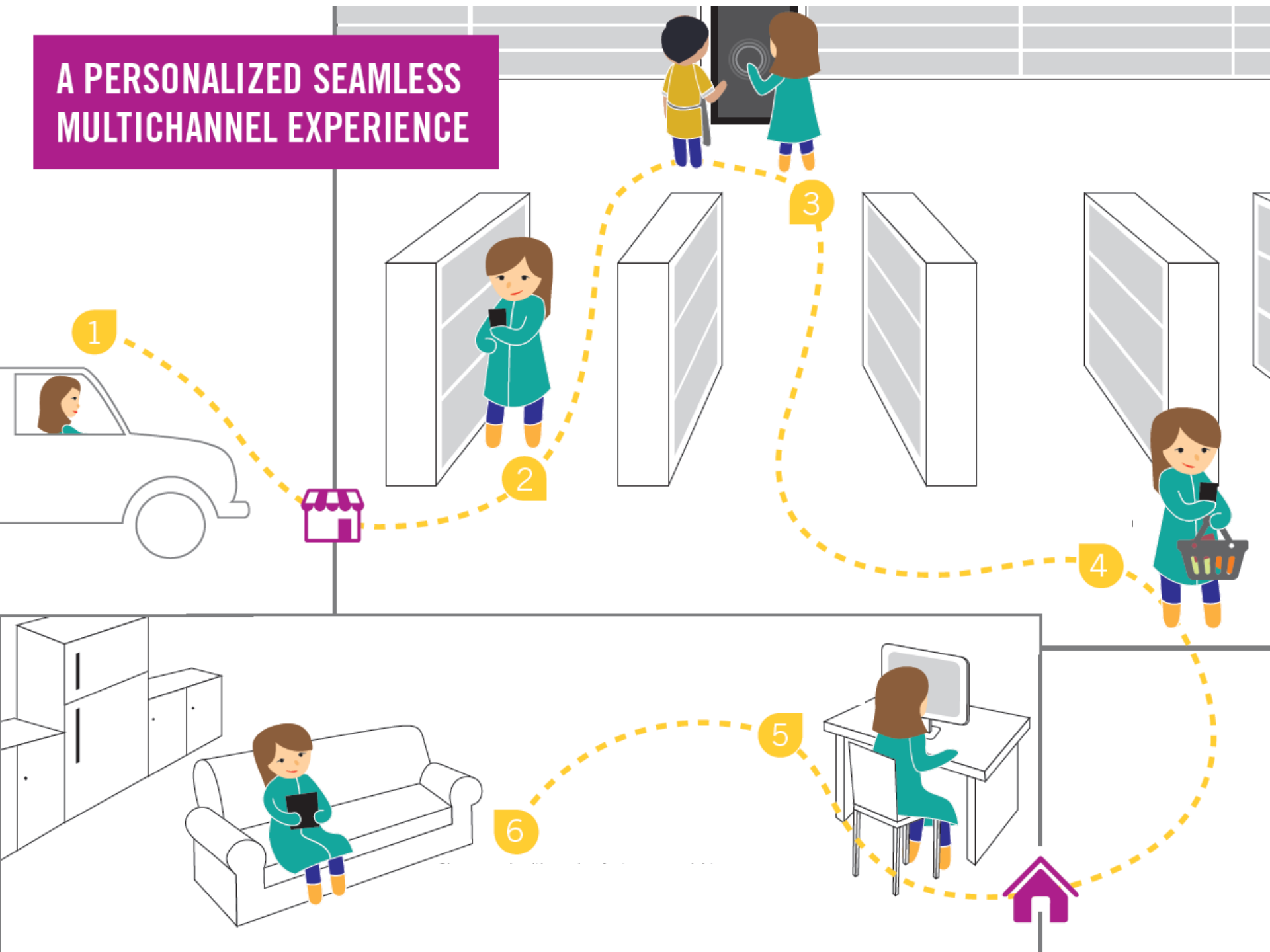


The shopping trip is increasingly complex

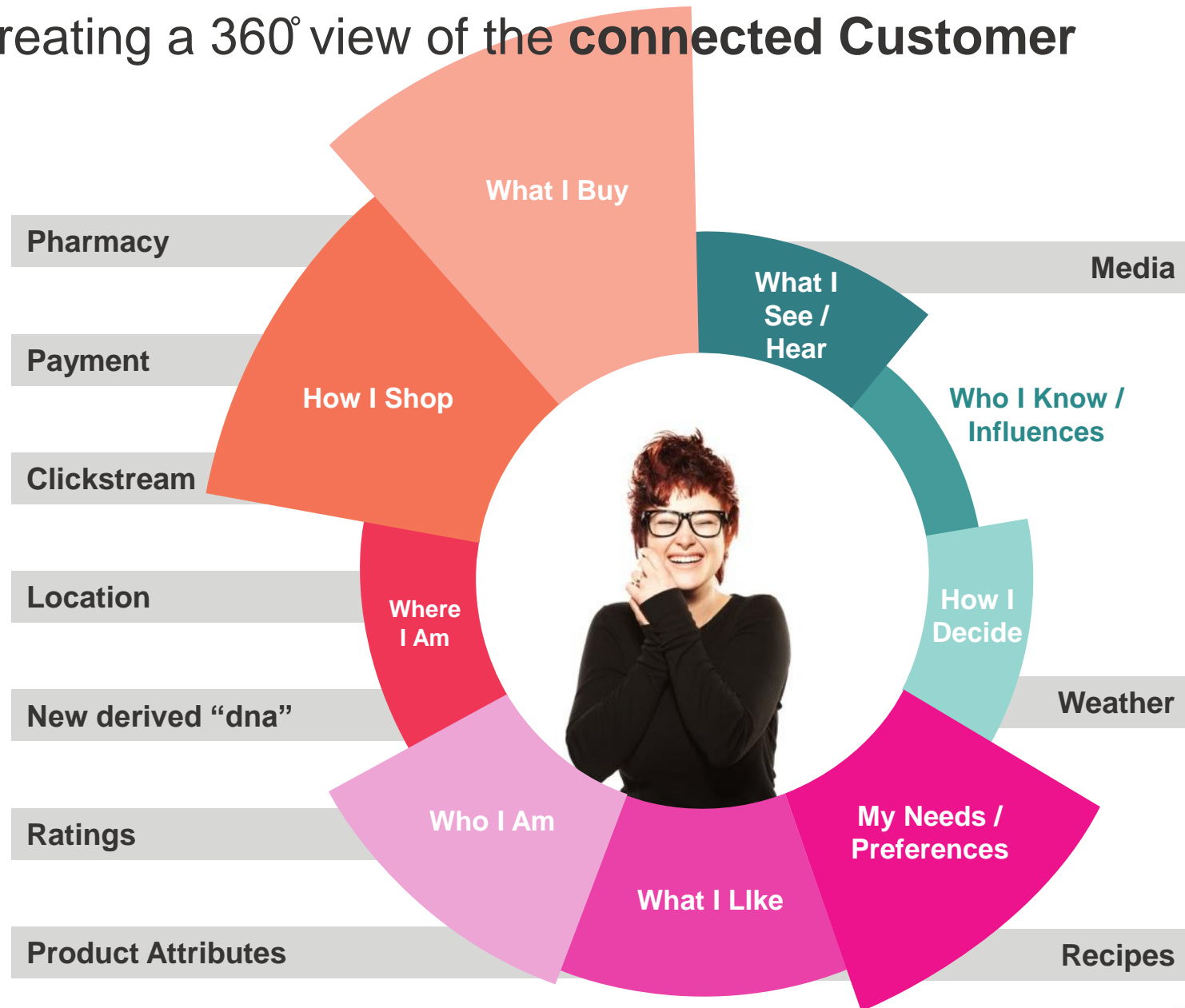


Multichannel Shop Ecosystem v2.0

A PERSONALIZED SEAMLESS MULTICHANNEL EXPERIENCE



Creating a 360° view of the **connected Customer**



New analyses and tools to personalise the experience



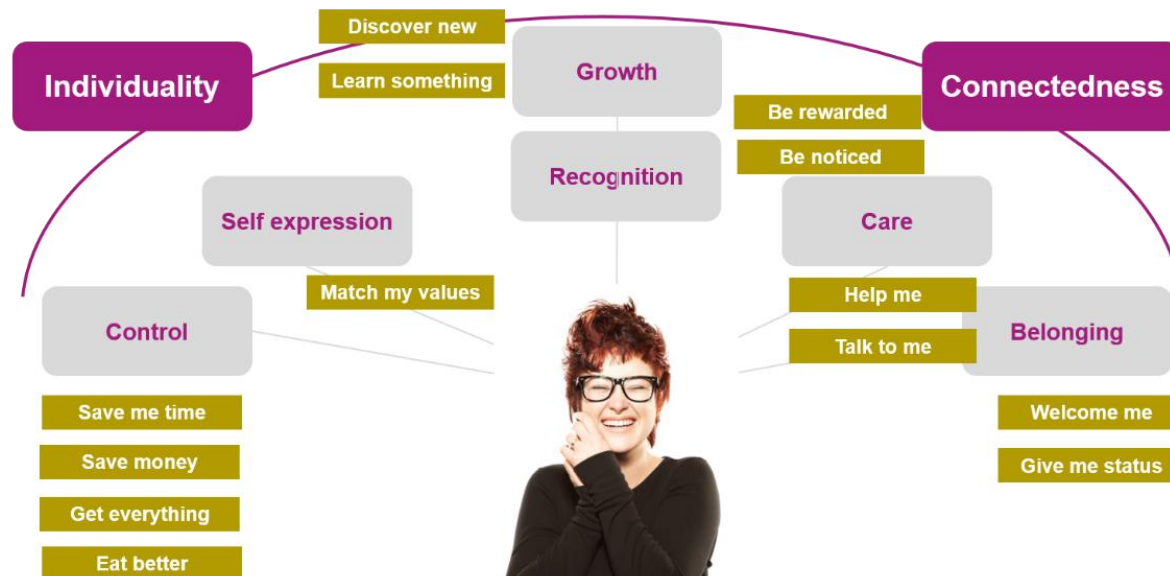
Loyalty Drivers: understand what drives sales growth according to Customers

UNDERSTAND

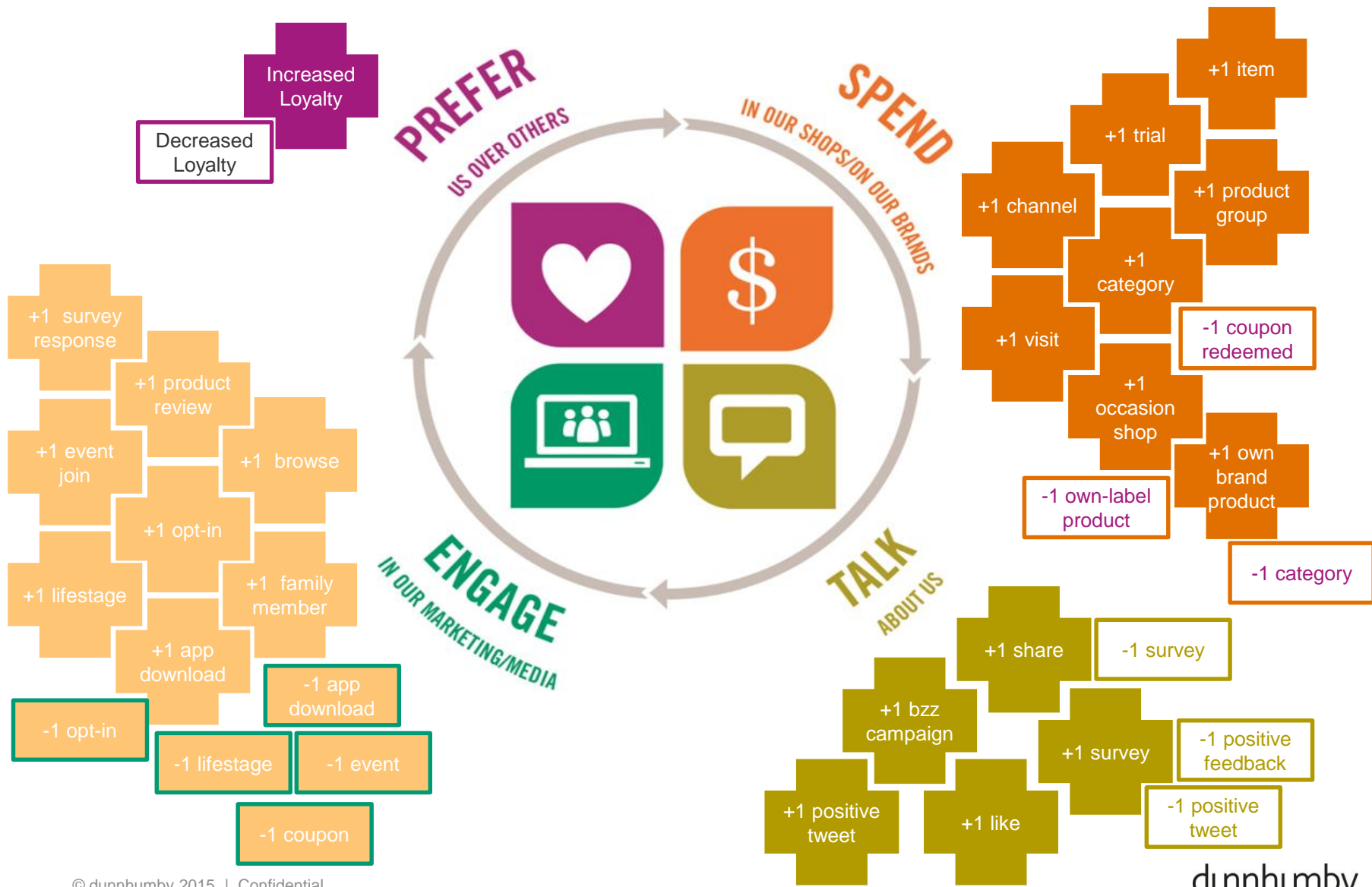
- What matters most to Customers, and what they are willing to trade off
- Customer needs and mind-sets; drivers of their loyalty

ACTIVATE

- Combine qualitative and quantitative research with behavioural analysis
- Quantify and prioritize value / sales drivers



STEP: understanding loyalty beyond just spending



Sandtable: a new predictive science of shopping

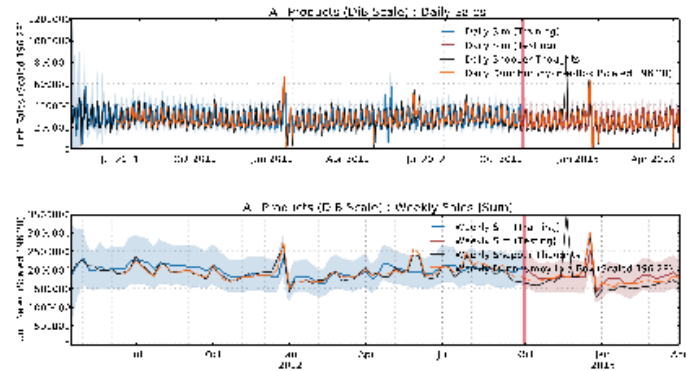
EXAMPLE

A 'sugar tax' on CSD is being contemplated in the UK

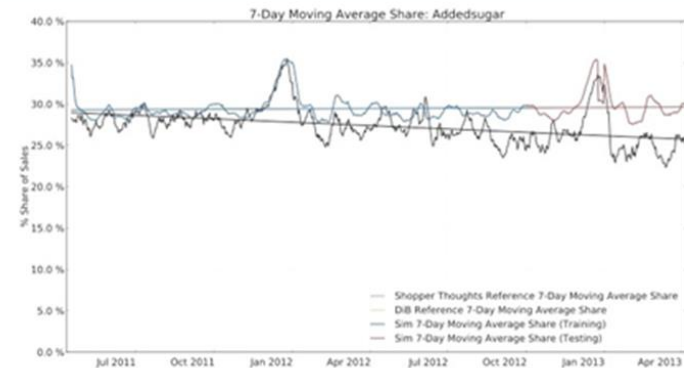
ACTION

- Changing attitudes toward health will impact categories and brands, specifically beverage
- Consumers will make different choices on different brands and sub-categories, e.g. Diet CSDs or Fruit Juices
- New promotions will be required to compensate for changes driven by changes in attitudes towards health

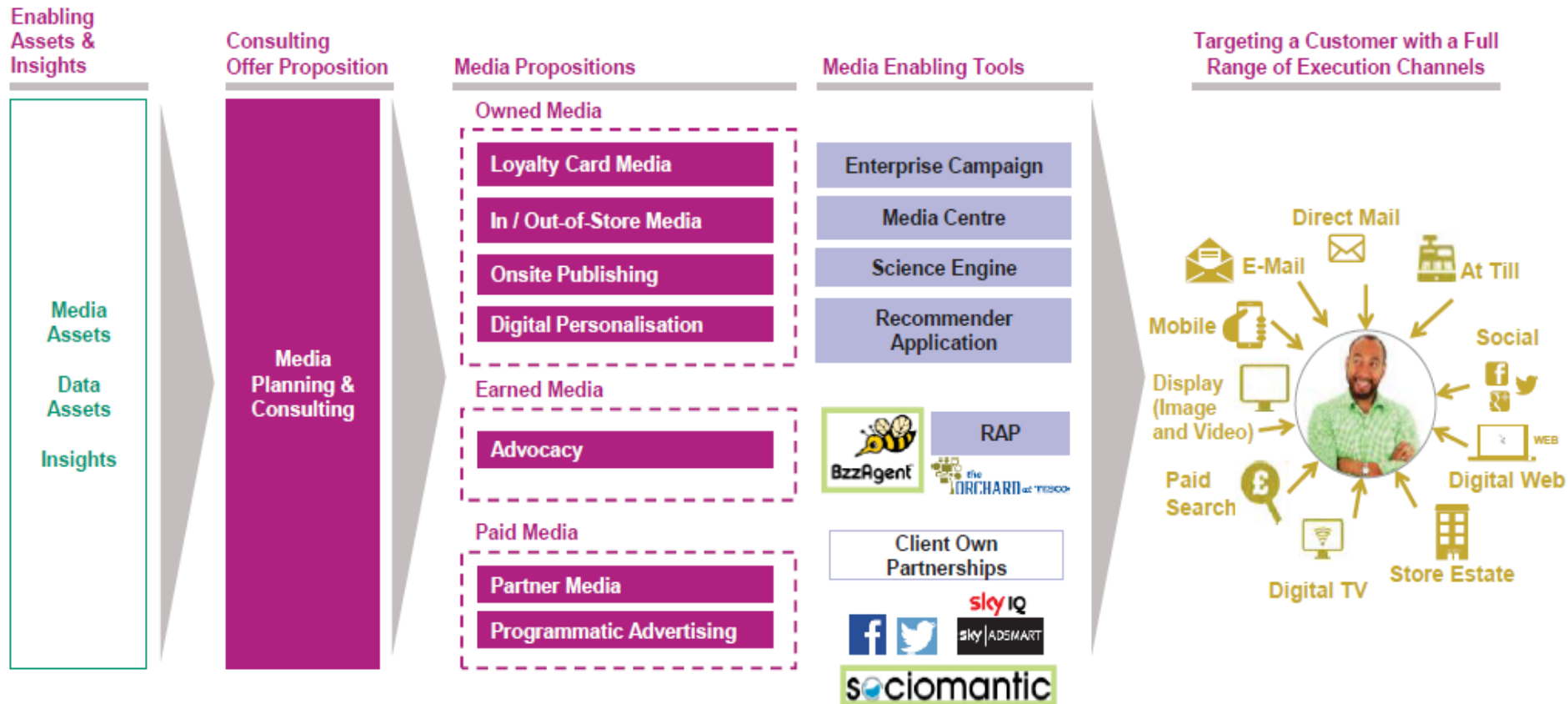
The SIM allows us to predict soft drink sales



Market share of Added Sugar products



New media tools and networks are required, too



Summary: how tools have changed, and how we can forecast loyalty

Customers' lives have been transformed by technology

Shopping trips are more complex, diverse and unpredictable

We must understand a full 360° view of the connected customer

How she thinks, feels, and does; measure Spend, Talk, Engage, Prefer



We must personalise in order to win Customer loyalty

New media networks and tools are needed

New science and capabilities are today required for growth in the multichannel world



Thank You

Michela Giacomini

Michela.Giacomini@dunnhumby.com

David Ciano

David.Ciano@dunnhumby.com