Tesco Media and Insight Platform.

>> Powered by dunnhumby

>> # Planogram Publisher.

Put the customer at the centre of every decision

Planogram Publisher gives you access to granular store level planogram data in an easy to access tool. It automatically creates high resolution planogram visuals enabling you to see what is on fixture and where at store level, with KPI measures on your at shelf visibility. Data is updated weekly meaning that planogram changes are visible as soon as they are live in store.

How can Planogram Publisher help you?

Powered by store level live planogram data from Tesco, Planogram Publisher allows you to more efficiently understand your in-store positioning by reducing the need for in store visits. Tesco's customer led store clustering means a number of planograms across different store formats, sizes, affluence levels and regions. Any given merch group has >250 planograms associated with them.

Maximise your field sales productivity by visiting the right stores for your most popular planograms, with over 250 in place for most merch groups due to store led clustering. Easily identify where products sit on shelf across all stores and visualise what a customer will see to support merchandising and ranging decisions for different store types. These efficiencies allow you to focus field sales teams on more value-add targeted activities such as compliance and availability.

Make better decisions on NPD, packaging and product portfolio by generating and updating high resolution at shelf visuals. Get additional context for sales performance, by accessing insights about space to sales ratios and which plans are in which stores.

What are the benefits?

- Drive efficiency through targeting field resource/in store visits on value-add activities in key stores

- Maximise at shelf appeal for your customers through better packaging decisions

- Understand how a category is laid out on shelf, brands can optimise their investments into store marketing tactics

- Understand the full implications of the HFSS regulations that comprehensive view of how products appear in stores

- Planograms can assist provide brands with consistent, coherent – and most of all, accurate – insights about their products in situ

- Drive growth by better understanding the context of your category

Key questions answered.

How does my space ratio against category compare to sales?

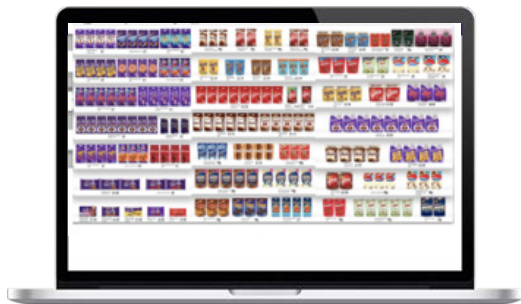How does my product visually compare to my competitors?

How many stores do my most popular plans represent?

How much shelf space am I getting in smaller stores?

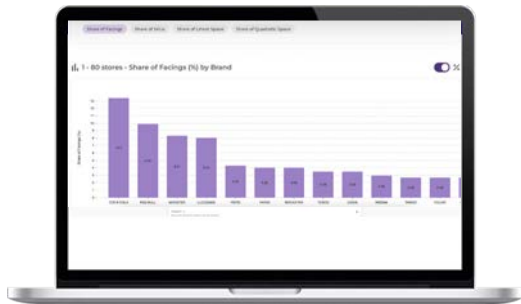How common is the plan in the store I use for visits?

How would my NPD look on shelf?

How it works.

1. High Resolution Planogram Visuals

Planograms enable brands to understand exactly what it is that their customers see when shopping a store or category.

2. Key Planogram KPIs

Key performance indicators like share of facings can be reviewed quickly and easily . As well as share of SKUs and average number of facings per SKU.

3. Map View

Users can identify what planogram data is available in each store as well as information about that store – offer both greater accuracy and the ability to evaluate product positioning in a more strategic and cohesive way.

Why partner with Tesco Media & Insight Platform.

1. The power to understand your customers like never before: No one is better placed to help you understand your customers. The scale and breadth of our insights can help inform plans and enable pinpoint targeting.

2. The power to reach the customers that matter to you at scale: We can build an exact profile of your best customers, and what matters to them the most. Reach a bigger audience with Tesco than any other UK retailer including broadcast, digital and retail media opportunities. Reduce media wastage by knowing who your media-inspired vs media-neutral shoppers are.

3. The power to understand the impact of every £ you spend: We offer closed-loop measurement, the ability to link what people see with what people buy so you can understand the true incrementality your media campaigns are generating. We want to help you understand and optimise all your investments in Tesco from supply chain to promotions to drive your return on investment.

4. The power to deliver connected customer experiences: Target customers from sofa to store, wherever they are and, whatever their mindset. From browsing to buying activate at scale across the customer journey.

5. The power to accelerate your innovation: Our tools allow you to get closer to your customers. By knowing and understanding your customers at every stage of the product development cycle we can help to reduce costs, lead times, and failure rates of NPD. Be more confident about where to invest and get to market faster.

ABOUT TESCO MEDIA & INSIGHTS PLATFORM

Tesco Media & Insight Platform is a partnership between Tesco, the UK's largest grocery retailer, and dunnhumby, a global leader in Customer Data Science. Together, we always put the customer first.

Everything we do is fuelled by the insights generated via 20 million Tesco Clubcard holders, a diverse, nationally representative, first-party behavioural dataset. We empower suppliers with granular insights so they can identify their most important customers and understand what matters to them.

We help serve Brands and Agencies via a unique mix of technology, software, and Insight and Media products which collectively help provide customers with a more personalised and relevant shopping experience. As the UK's largest closed-loop Grocery Media & Insight Platform we're able to connect the dots between advertising exposure and customer behaviour across online and offline touchpoints to help Brands make better product, marketing, and commercial decisions and understand the true impact of their investment.

Contact us to start the conversation:
www.dunnhumby.com/tesco-media-insight-platform

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