

Enhancing Digital Signage for Better Data-Driven Decisions

Combining insight with measurement technology



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Proven
globally,
trusted
locally



Our Business

1,200+
clients

2.5k
employees

35
years

24
countries

Every week:



500mn+
records processed



\$1.24tn+
sales analysed



1.3bn+
customer insights

Maintaining relevance at scale across the retail media value chain

1

Insight Led Planning

Retail media only drives premium, incremental budget when the retailer truly understands and believes in the uniqueness, scale, and intent of its shoppers

2

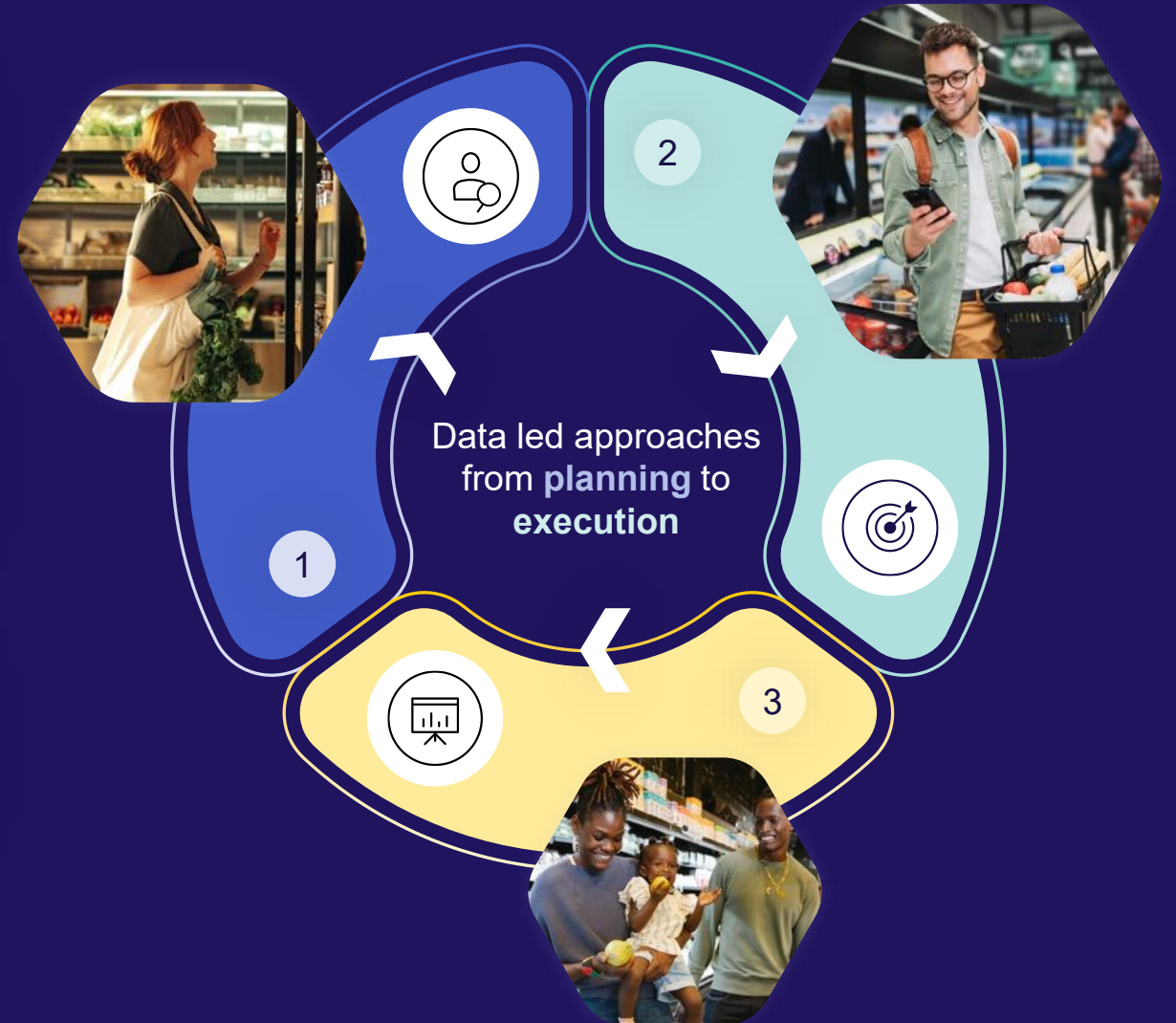
Audience Targeting

First-party audience assets are scarce, defensible, and near impossible for open web media formats to replicate

3

Measurement

Brands will drive incremental spend when they believe in the potential of your customers; this requires demonstrable success & measurable outcomes



How shopper insights are translated into campaign strategy and activation



Case study:
Birra Moretti,
Tesco Media platform



3 Results

Improved brand perception

- **49%** of customers exposed considered Birra Moretti the top Italian pairing brand displacing competitor

Improved recall

- Customers associating Birra Moretti with Italian food increased from **12% to 30%** post campaign

Improved Customer penetration

- **+27%** increase in baskets with Italian food, accounting for **60,000 new buying occasions.**



Insight led planning approach

1

Brief

Grow category share through mealtime brand association

2

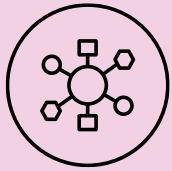
Approach

Shopper insights identified a new growth opportunity and informed campaign planning, helping Birra Moretti strengthen brand associations, recruit new shoppers and deliver measurable sales impact.



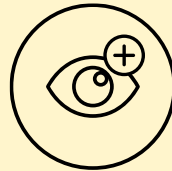
We have seen the impact of combining in-store and front-of-store screens

Lumen eye tracking, April '25



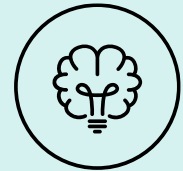
Reach

+ 10%



Viewing time

X 2



Spontaneous
brand recall

X 3.5

Enhancing the data

The current status

‘Only about 22% of digital out-of-home networks run sensor technology for audience measurement’

Fingoweb, June 26



Collaboration is key to unlock the next phase of growth

NEWS

B&Q, John Lewis and Tesco pilot new retail media initiative

By George MacDonald | 19 June 2026

A raft of top retailers is to participate in retail media pilots with dunnhumby, the specialist customer insight business owned by Tesco.



W

Dunnhumby launches network partnership to connect retail media

UK – Dunnhumby has launched a network alliance to connect brands with audiences and retailers, with Tesco, B&Q, John Lewis and Waitrose taking part in pilots.



Tesco joins forces with Waitrose and B&Q for Dunnhumby-led retail media pilot

By George MacDonald | 23 June 2026 | 2 min read



MOST POPULAR

- Co-op's talent wonder: how can it navigate out of its crisis?
- Lidl loyalty discounts now claimed in over half of shopping trips
- Morrisons reopening Market Street counters after customer feedback
- Waitrose beef supplier's profit falls as 5 years of production 'deterrent'
- Digital IDs to be used to make alcohol purchases from this autumn

Dunnhumby Tries to Unfragment Retail Media With a Multi-Retailer Alliance, and Tesco Goes First

Brands keep complaining that buying retail media means rebuilding the same campaign for every retailer. Dunnhumby's new network alliance, with Tesco, B&Q, John Lewis, and Waitrose piloting, says it can fix that without forcing anyone to surrender control.

PUBLISHED June 30, 2026 READ TIME 5 min read

Industry Collaboration Provides:

- **Shared Standards**
Consistent inventory and formats across partners
- **Comparable Measurement**
One outcomes framework brands can trust
- **Simpler Operations**
Common processes that reduce friction
- **Trusted Governance**
Clear rules for data, quality and measurement
- **A Path to Scale**
Reach and comparability no single network can offer alone

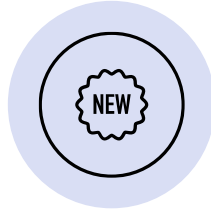
Optimising sell-through for instore digital screens is a constant challenge

Location, Relevance and Consistency are the building blocks. Accountability supports the long-term



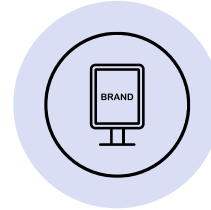
Location

- Natural customer gaze
- Maximise visibility
- Optimise reach
- Unduplicated media space



Relevance

- Earn repeated attention with timely, updated content
- Data-triggered scheduling



Consistency

- Scaled, consistent format



Accountability

- Measurement
- Verified, objective, audience analytics, subject to Privacy

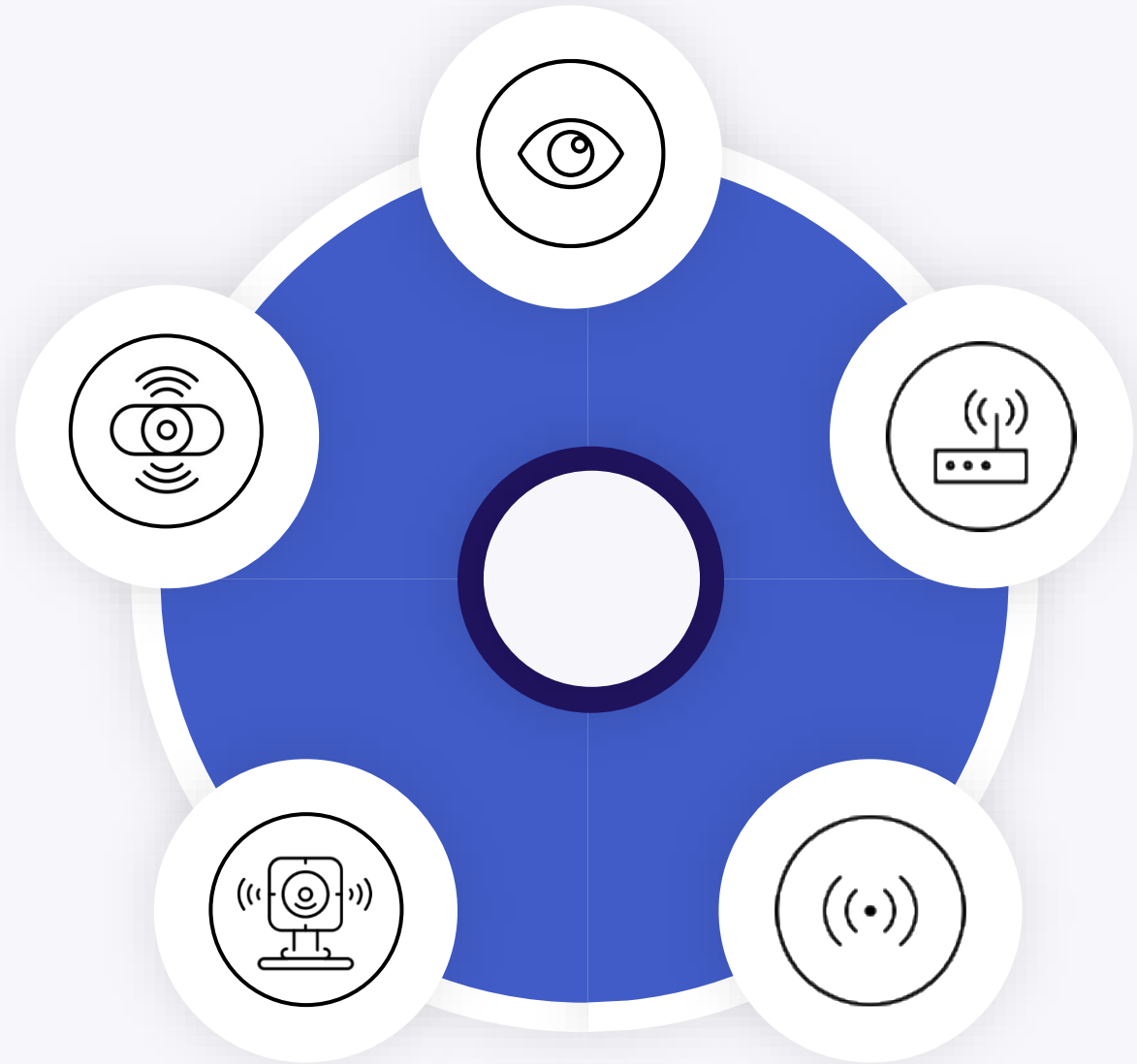
Audience analytics trial

12

Tesco UK stores

5

sensor technology
partners short-listed



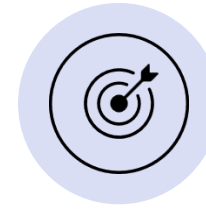
Defining the structure of the trial

Measures of success



Requirements

- 'Impressions' per sensor, per store
- Dwell times by depth-of-field
- Access to configurable dashboards
- Metrics reported per hour per day
- Support during install and calibration
- Training and insight consultation



Success Criteria

- High quality data vs competitors & benchmarks
- Robust, consistent data feeds
- Ease of installation
- Integration capability
- Speed and cost to scale



Winning hearts and minds

Invest time with stakeholders



Business Functions

- Privacy
- Legal
- Procurement
- Finance



Store Support

- IT Security
- Technology
- Design Standards
- Property
- Internal Communications
- External PR



Store Front line

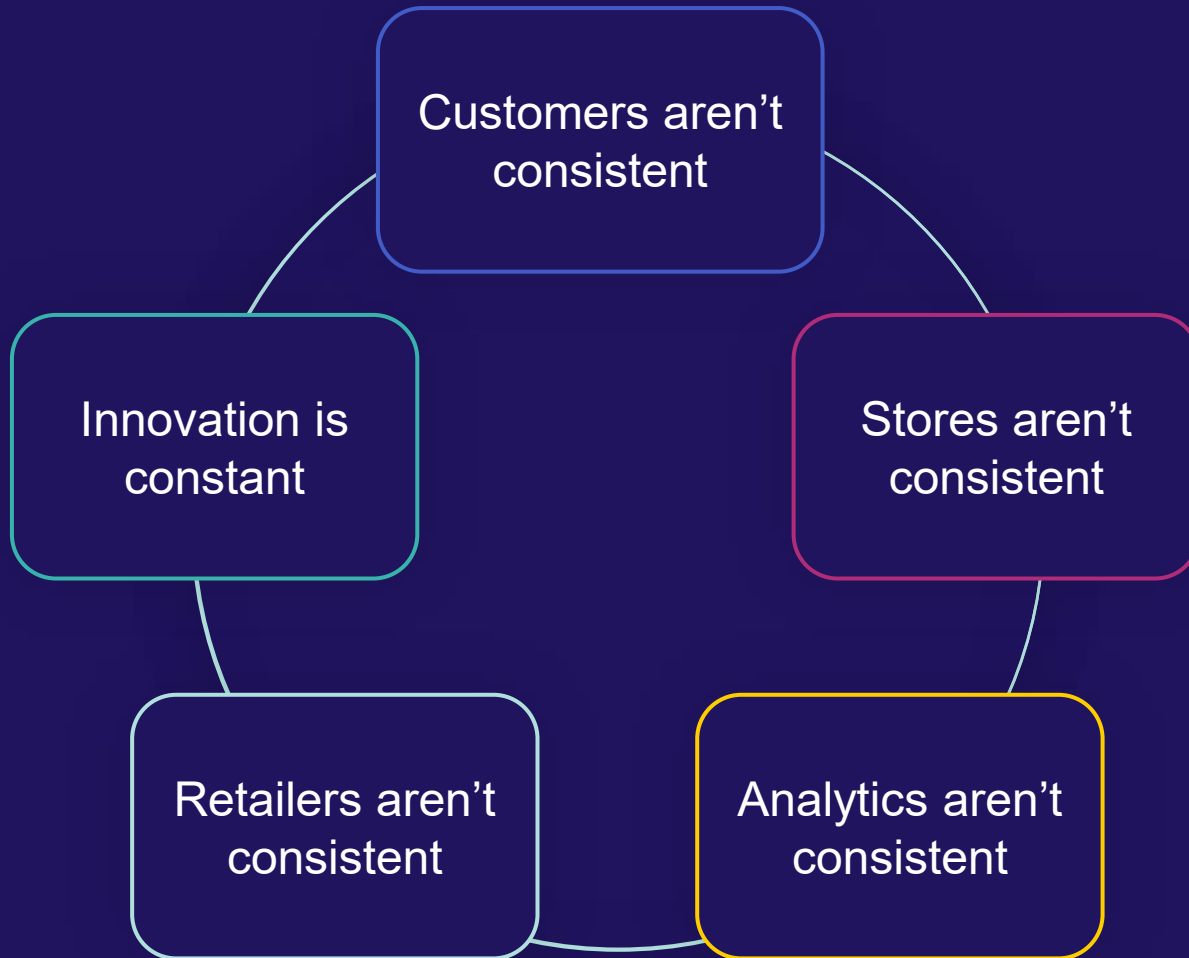
- Directors
- Operations
- Customer Service Desk
- Colleagues

What matters in practice

The human factors



Learnings to date



Digital screen engagement.

We're trialling measurement technologies in this store to understand how people engage with our digital screens. This is for advertising and market research purposes.

The reports created using these technologies are anonymous. The reports can't be linked back to you, or any individual and they will only be used for the reason provided.

This store will trial three or four technologies from a range of sensor and camera technologies to count how many people come near our digital screens, how close they were and for how long they were there. The technologies include:

- Tesco Computer Vision
- Optical Sensors
- WiFi Sensors
- Radar and Lidar Sensors

Trial data will be kept secure, used only for the purpose of the trial and understanding how this works. Trial data will be deleted after the end of the trial.

If you want more information, detailed FAQs are available from our Customer Service Desk.

You can also see our Customer Privacy Policy online:
<https://www.tesco.com/help/privacy-and-cookies/privacy-centre>



DEAR KIMI
WE WILL LEAVE YOU ALONE NOW



SAUBER Engineering

delweiss

ZERO

sparco



Schweiz
Suisse



**Have any
questions?**

**Come and chat with
us after the session.**

Or reach out to us

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Thank you.

dunnhumby