



NEWS RELEASE

dunnhumby and Aptaris Sign Strategic Partnership, Expand Promotions Management Capabilities for Retailers

Promotions forecasting and business intelligence integrated with end-to-end workflow management software to help merchants improve customer loyalty and efficiency

CINCINNATI, OH AND TAMPA, FL (January 5, 2015) – [dunnhumby](#), the world's leading customer science company, and [Aptaris](#), an enterprise marketing and promotions management innovator, today announced a new strategic partnership agreement that enables retailers to increase the relevance of the offers to their customers, resulting in improved sales and margins while boosting the efficiency of their merchandising and marketing operations.

Today dunnhumby and Aptaris provide complementary software solutions that address the difficult challenge of planning and executing successful trade promotions. Retailers worldwide rely on dunnhumby optimization and analytics solutions to better plan and understand the impact of regular and promotional pricing, so they can make informed decisions that strengthen their brand and the value delivered to shoppers. Meanwhile the Aptaris solution helps retailers streamline the complex processes involved in managing promotions, from vendor collaboration through advertising design and billing.

With this new partnership, dunnhumby science will be integrated into the Aptaris solution, providing retailers with a single, end-to-end promotions management solution unlike any other on the market. Created for retailers by retailers, Aptaris powered by dunnhumby will enable stakeholders in the promotions planning process to:

- Conduct “what-if” scenario planning in real time, and make choices about offer mechanics and marketing tactics based on proven demand science – all within the ad-planning interface
- Use accurate forecast data to negotiate smarter deals for trade funds – and then automate vendor accounting
- Improve internal team collaboration, from merchandisers and buyers through to marketing and advertising to finance
- Gain visibility into true margin potential, and customer response to promotions, for real understanding of bottom-line impact

“The new combined offering allows immediate access to dunnhumby’s data-driven customer intelligence,” said Tom O’Reilly, CEO of Aptaris. “Retailers will be able to determine instantaneously if a 50 percent discount will have greater impact on their category than a buy-one-get-one promotion. The higher awareness of financial impact deeply ingrained into the retailers’ existing processes will increase promotional funding and revenue.”

“The dunnhumby philosophy is centered on helping organizations build long-term customer loyalty, and promotions play a key role in shoppers’ perception of value,” said Howard Langer, managing director for dunnhumby Price and Promotion. “This partnership demonstrates our continued investment in price and promotion technology solutions that give retailers the tools they need to be more successful. And, these tools are just one component of dunnhumby’s

broader ability to provide strategic support to retailers who need deeper insights into their shoppers and markets.”

About dunnhumby

dunnhumby is the world’s leading customer science company. We analyze data and apply insights from nearly one billion shoppers across the globe to create personalized customer experiences in digital, mobile, and retail environments. Our strategic process, proprietary insights, and multichannel media capabilities build loyalty with customers to drive competitive advantage and sustained growth for clients. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas and works with a prestigious group of companies including Tesco, Monoprix, Raley’s, Macy’s, Coca-Cola, Procter & Gamble, and PepsiCo. Learn more at www.dunnhumby.com.

About Aptaris

Aptaris connects the entire marketing and promotions management process for seamless omnichannel customer communications. Aptaris streamlines systems, processes, and data – from the moment of deal initiation through implementation to settlement and post-promotion analysis. Retailer merchandising, marketing, advertising, and store operations departments work better together to quickly identify opportunities, improve communications, get more from budgets and drive profitability. In a world of fewer resources and growing complexity, Aptaris helps marketers do more with less. Aptaris supports national retailers, distributors and consumer goods vendors. www.GoAptaris.com.

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