

An introduction to Quick commerce & Deliveroo Media



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Client Director





Agenda



Intro to Deliveroo & the growth of quick commerce



The importance of quick commerce for FMCG brands



Introduction to Deliveroo Media



Questions

A trusted proposition for advertisers to invest in Deliveroo powered by SMG



The leading
commerce media group
in the UK

pladis



Plan Apps

*“We started the company because we wanted to work with **great restaurants** and get **food to people quickly**. I was trying to solve a personal problem.”*

Will Shu
Founder & CEO,
Deliveroo



We are innovators



Restaurant



Grocery



Retail

We are innovators



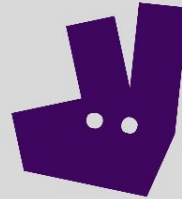
deliveroo *express*



deliveroo
restaurant



deliveroo
grocery



deliveroo
plus



deliveroo
EDITIONS

A woman with short hair, wearing a denim shirt over a dark top, stands with her arms crossed in a warehouse or storage room. She is smiling slightly. The background shows shelves filled with boxes and a large paper bag on the left. The entire image has a teal color overlay.

**Let's talk about the
on-demand market**

Customer demand for convenience is growing, and so is Deliveroo's authority in the grocery market



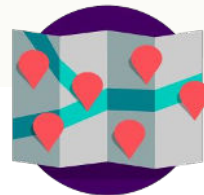
The delivery market is your growth opportunity

The UK on-demand market has grown rapidly since 2020, and is now valued at **over £2bn, growing by over 40%***.



The grocery demand on Deliveroo is skyrocketing

More customers are looking for groceries on our app, with searches for "Grocery" **increasing 62% in 2024***.



We reach over 3/4s of UK & Ireland population

With **over 8,000 stores** on our platform, we help grocers meet customer demand with our established national presence*.

*Source: HDI and Fox Intelligence, 2020 - 2024. Not to be disclosed to any media, public entity or third party without Deliveroo's consent.

*Source: Deliveroo Internal Data (Q3 24 vs. Q3 23) *Source: Deliveroo Internal Data

Why partner with Deliveroo?

Grow with our **highly engaged** and **exclusive** customer base



Exclusive customers

73% of our monthly **7 million** customer base order exclusively from our app every month.*



New customers choose us first

In fact, we are growing our **base of new customers** 2-3% **faster** than other aggregators.*



Bigger baskets

Deliveroo customers are high value, and spend at least **£3 more per order on average**.*

*Source: HDI February 2024

**Source: Deliveroo Internal Data, H1 2024 vs. H1 2023





Affluent, time poor digital natives love the convenience that our on-demand shopping platform provides



Well loved global brand

7.1m

Monthly **active customers** who love the ease and convenience we offer



High proportion are already using us for retail/grocery missions

18–35

Majority age group



Customer base are loyal and highly engaged

45%

Of our grocery orders have a **Deliveroo plus** subscription



Large proportion of affluent customers

42%

Of our customers are in the **top tier** of purchasing power

*"It's more than just a takeaway service - **it's like our own concierge** - breakfast, lunch, dinner, Calpol... We definitely have the bug and it would be hard to imagine life without it."*

Richard, 40 years old, London (>380 orders last year)

In today's on-demand world,
people want things faster.

Brands want to be **present** in
high intent, moments, when
consumers are **highly**
receptive .

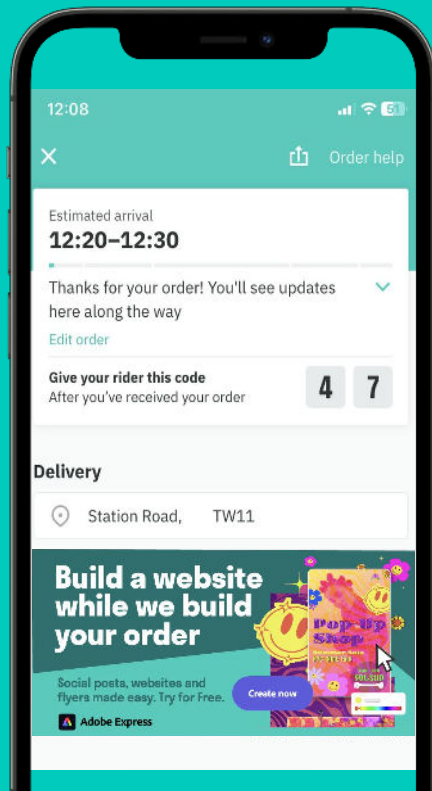
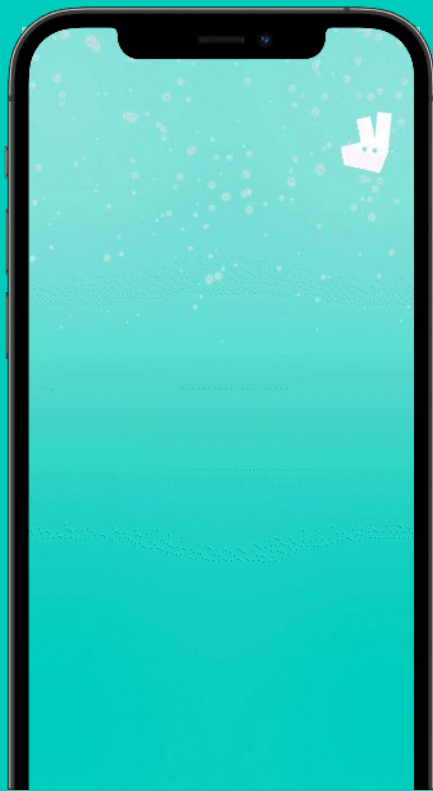
Deliveroo is both a brand
building and a conversion
channel.



Int-roo-duc-ing



Delivering *meaningful* moments, *now*



...these high intent customer missions are now creating meaningful advertising moments



BIG CALENDAR MOMENTS

Half time is here and you need to get more beers in for the second half



CONSUMER MINDSET - NEED

You're making pancakes with your kids and you're out of their favourite toppings



CONSUMER MINDSET - WANT

Checking my riders location and seeing a trailer for the TV show everyone's talking about



With hyper-local (postcode level) data underpinning it all



Showcase your brands at the heart of those meaningful moments

...those moments when our **7+ million** users are receptive, ready to connect and willing to spend.

From big nights in, quick essentials and everything in between.



SCALE

45 million
monthly
homepage
views



TARGETING

Utilise day/time
parting, so that the
messages can be
tailored to a need or
occasion



IMPACTFUL

High reach
placements which
catch your attention



CONSUMER OBSESSED

Logged in, brand safe
environment
Any advertising is
there to complement
the customer
experience



What is the role of Deliveroo within the wider marketing mix?

Do we go down the road of Deliveroo is an *incremental* customer mission

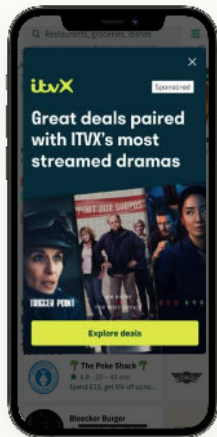


**How can I work with
Deliveroo Media with our
endemic brands?**

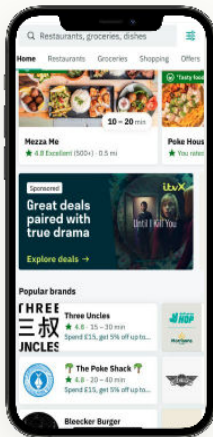
Deliveroo can help brands reach audiences in high intent moments with a variety of ad placements



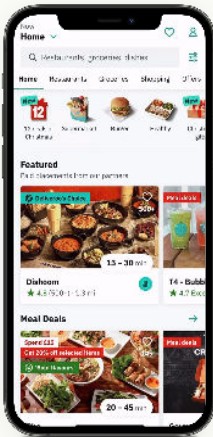
Homepage pop-up



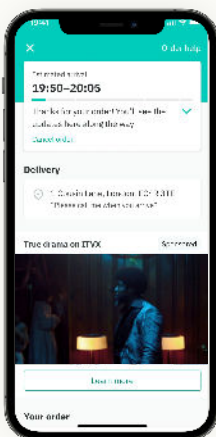
Homepage display banner



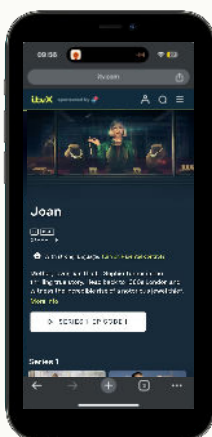
Merch card & thematic collection



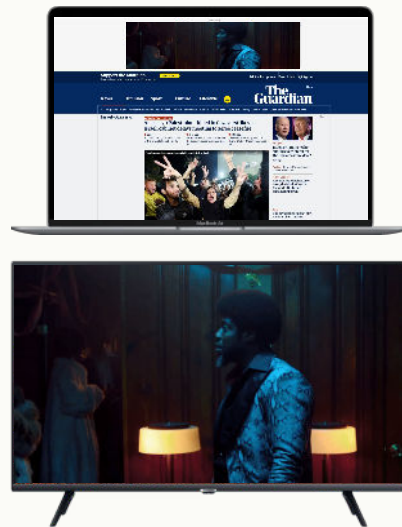
Order Tracker video ads
Link out to external page



External Landing Page



Open web display, OLV,
CTV, audio



Deliveroo Hop



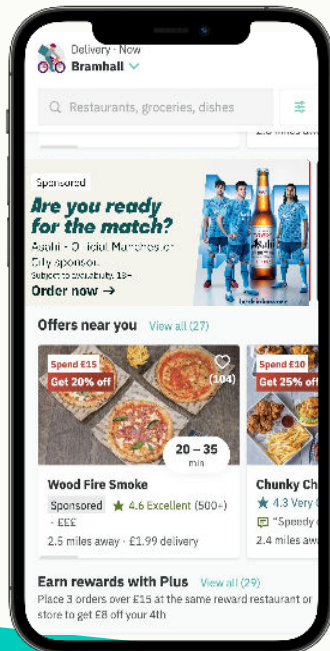
On-platform

Off-platform

Deliveroo offers you the opportunity to drive branded activations, both on and off the App

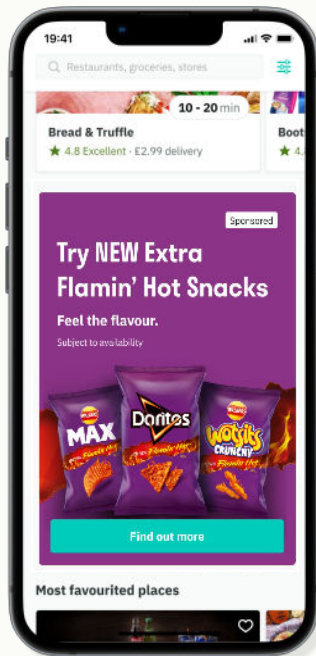


Homepage Banner



Activate during key seasonal moments throughout the year

Homepage Merch Card



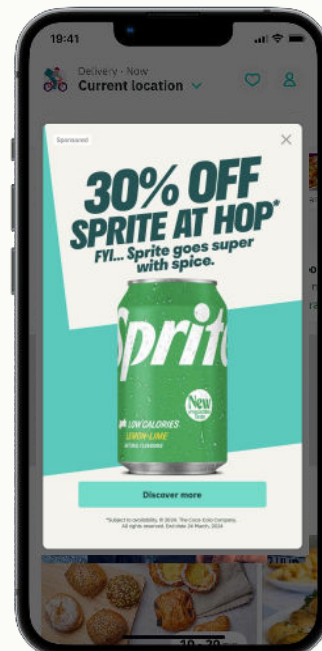
Disrupt customer journey by showcasing NPD or providing a reason to purchase

Solus Email



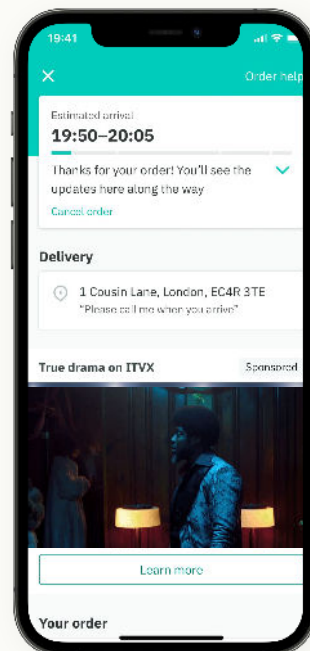
Send a bespoke email to a selected audience group with Deliveroo's database

In App Pop Up



Utilise promo-messaging or product pairings to spark inspiration and ATC

Order Tracker

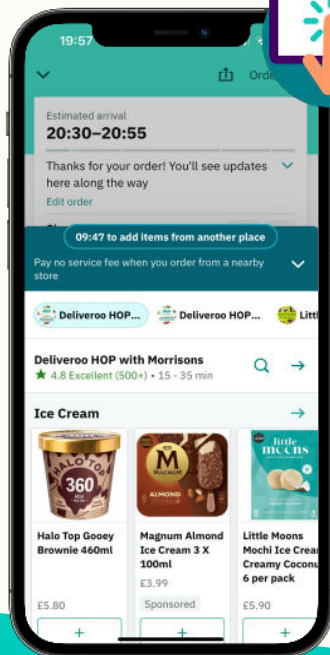


Reach the Deliveroo customer with static or playable video ads once they've made their order

And it's also a brilliant place to do conversion-led activations

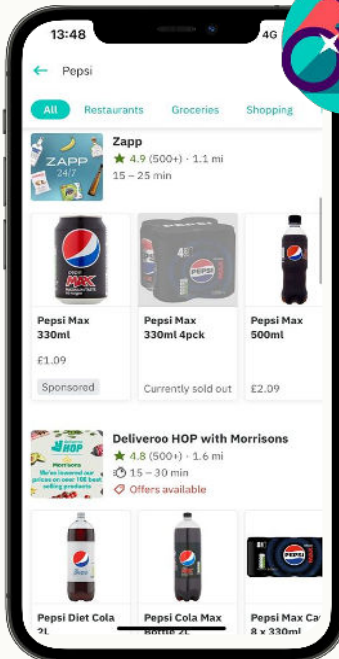


Basket Upsell



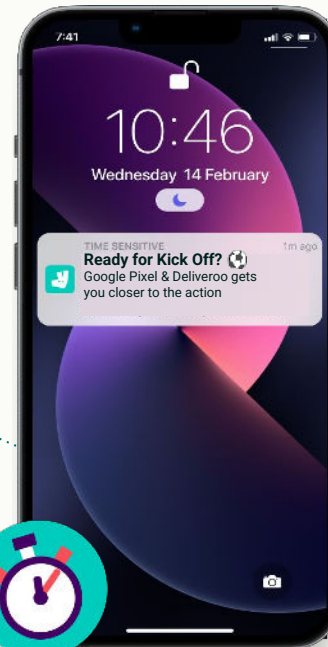
Drive impulse at the point of purchase by prompting customers that they have 10 minutes to add items from another vendor and pay no service fee

Sponsored Search



Utilise Sponsored search through an always-on approach throughout the year

Push Notification



Use CRM to target customers around key moments, events, or occasions

An overview of the channels available



OFF PLATFORM

Solus Emails
Content Blocks
Paid Social Media
Hop Targeted CRM

● Endemic

1st Party Data -
Audience Segments

● Endemic ● Non-Endemic
c



ON PLATFORM

Grocery & Homepage Banner*
Push Notification
Pop Up banner
Thematic Page
Video Order Tracker
Static Order Tracker*

● Endemic ● Non-Endemic
c

Sponsored Products*
Hop Sponsoring
Hop Promotional Bundles
Merch Cards

● Endemic



PHYSICAL

Sampling -Surprise
& Opt in Flyering
Bag Sponsorship
Branded Bag Stickers

● Endemic ● Non-Endemic
c

Understanding performance

Included with each campaign

Behavioural Metrics



Impressions ● ●

Number of times a campaign has been seen



Clicks & CTR ● ●

Clicks and % of CTR vs. benchmark



Reach ● ●

Number of unique users who have seen the campaign

Sales Metrics



Sales Lift (£ and unit) ●

The uplift in sales and the return on ad spend (ROAS)



Order Incidence ●

Percentage of category orders that contained your product



Performance by day ●

Breakdown of unit sales by day over the entire campaign period, to determine which times/days see more uplift

Additional Services Available

Data Licensing Agreement ●



Access monthly data on sales, competitor performance, basket penetration, category share and distribution.

Brand Lift Study (BETA Trial) ● ●



Measures how effective an advertising campaign is by gauging how it impacts consumer perception and behavior

As seen by Paramount+ and Pizza Hut

Brief: Drive excitement for families around the launch of Teenage Mutant Ninja Turtles: Mutant Mayhem coming to Paramount+ on February 1st. Create the perfect night in & drive affinity to National Pizza Day on 9th February.

Results: 160% campaign overdelivery and Deliveroo first with Pizza Hut's BOGOF promotion. Huge impact on National Pizza Day with email, Pop Up, push, rider & influencer activity...plus a shout out on Capital FM!

16k

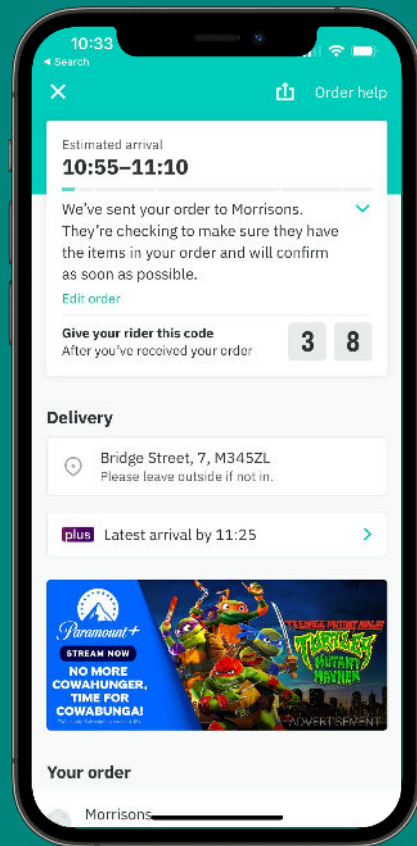
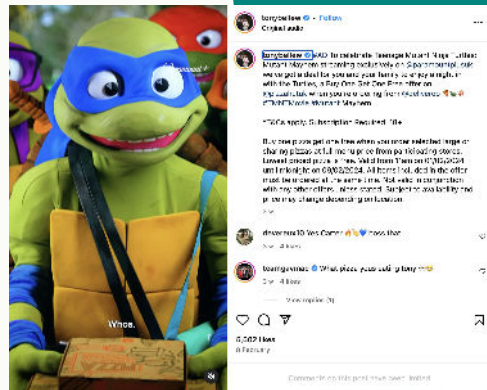
Free Pizzas

4.75
m

Unique Reach
(exc rider
activation)

45%

New customer
traffic to Pizza
Hut



A group of four diverse people are seated around a table, eating from white takeout containers. The image is overlaid with a semi-transparent teal filter. The text is centered over the image in a large, white, bold font.

**How can I work with
Deliveroo Media with our
non-endemic brands?**

audiences in high intent moments with a variety of ad placements

Homepage
pop-up

Homepage
display banner

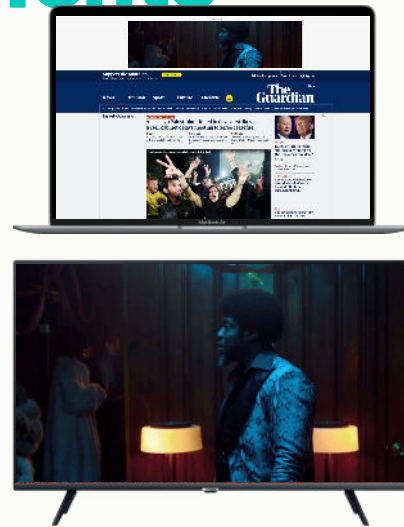
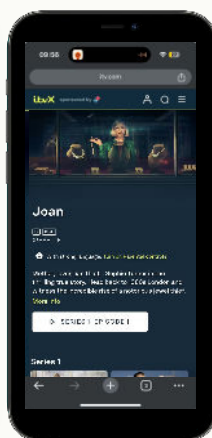
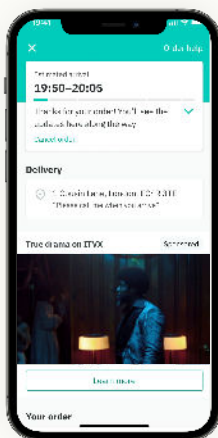
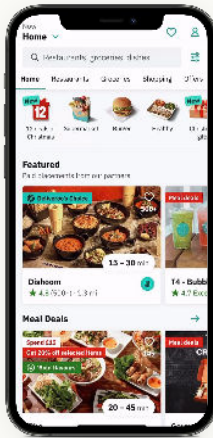
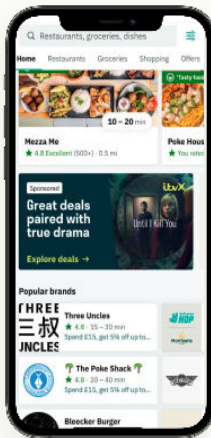
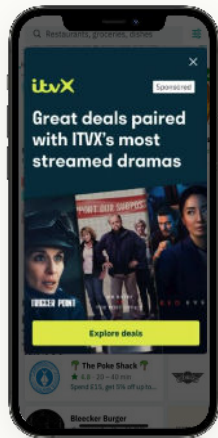
Merch card &
thematic collection

Order Tracker
video ads
Link out to external page

External
Landing Page

Open web display, OLV,
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Deliveroo
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On-platform

Off-platform

Non-endemic placements



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16k

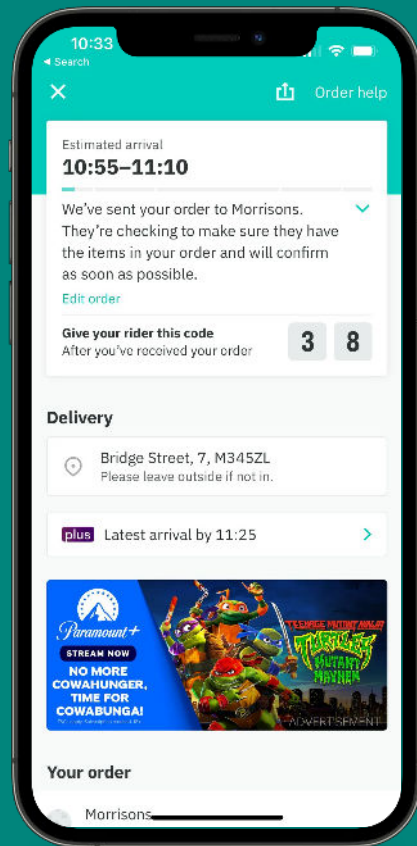
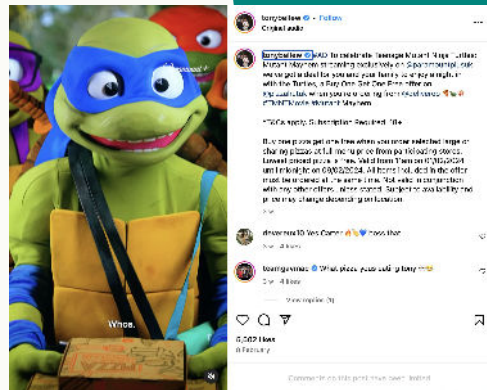
Free Pizzas

4.75
m

Unique Reach
(exc rider
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New customer
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Hut



ITVX x Tastier Paired With Great Shows

Brief: Create an ITVX mini-brand page on Deliveroo, allowing ITVX to showcase creative content alongside exclusive food offers. Bring food and entertainment together, offering customers an engaging experience while driving visibility for ITVX content and tempting them to stay in with great deals from Deliveroo.

Results: +126% Push CTR driven by clear CTA & £5 incentive.

18m

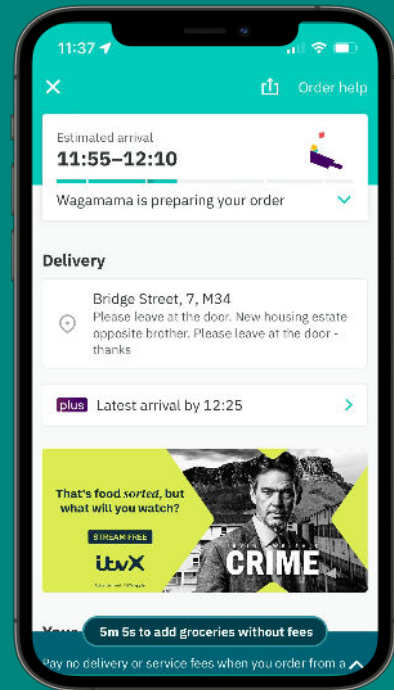
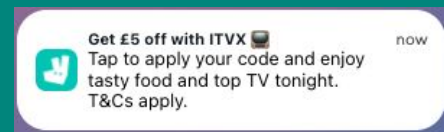
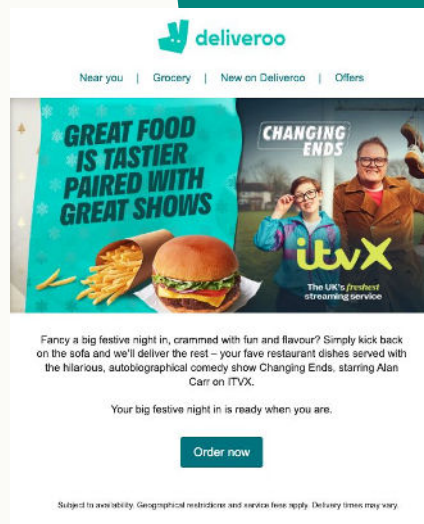
Impressions

16.8k

Codes
Redeemed

0.68
%

Push CTR
(vs 0.30%
benchmark)



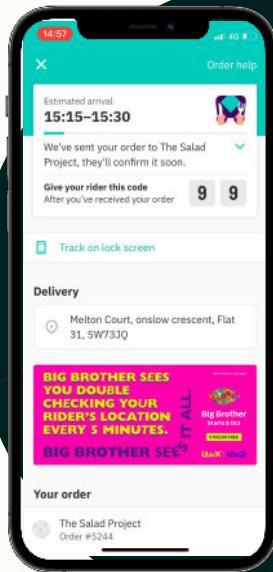
Proven success for ITV

Deliveroo Media can deliver the perfect night in

Campaign objective: Awareness
Drive awareness of the relaunch of Big Brother on ITV2 and ITvX

Solution: Show up in the right moments
£5 off pop up for the series launch and the order tracker placement whilst people wait for their delivery, with a tailored copy and promotion to Deliveroo

Audience targeting: All customers
Targeting all Deliveroo customers given a high % being the bullseye demographic to reach



Order Tracker



In-App Pop Up

13.2M Total Impressions in
 14 days **34% CTR** on Pop Up

**Viewed on
 average 6
 times per
 order**

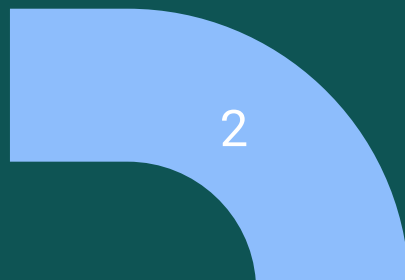
A woman with short hair, wearing a denim shirt over a dark top, stands in a warehouse or office environment. She has her arms crossed and is smiling slightly. The background shows shelves with boxes and a glass partition. The entire image has a teal color overlay.

**And for both endemic and
non-endemic brands we can
activate our 1pd offsite**

Elevate your brand and boost engagement by targeting the right consumers

EXPAND USER REACH

*Engage with 7m+
monthly active users
on and off platform*



OPTIMISE MARKETING SPEND

*Share the right message
with the right consumer
at the right time*



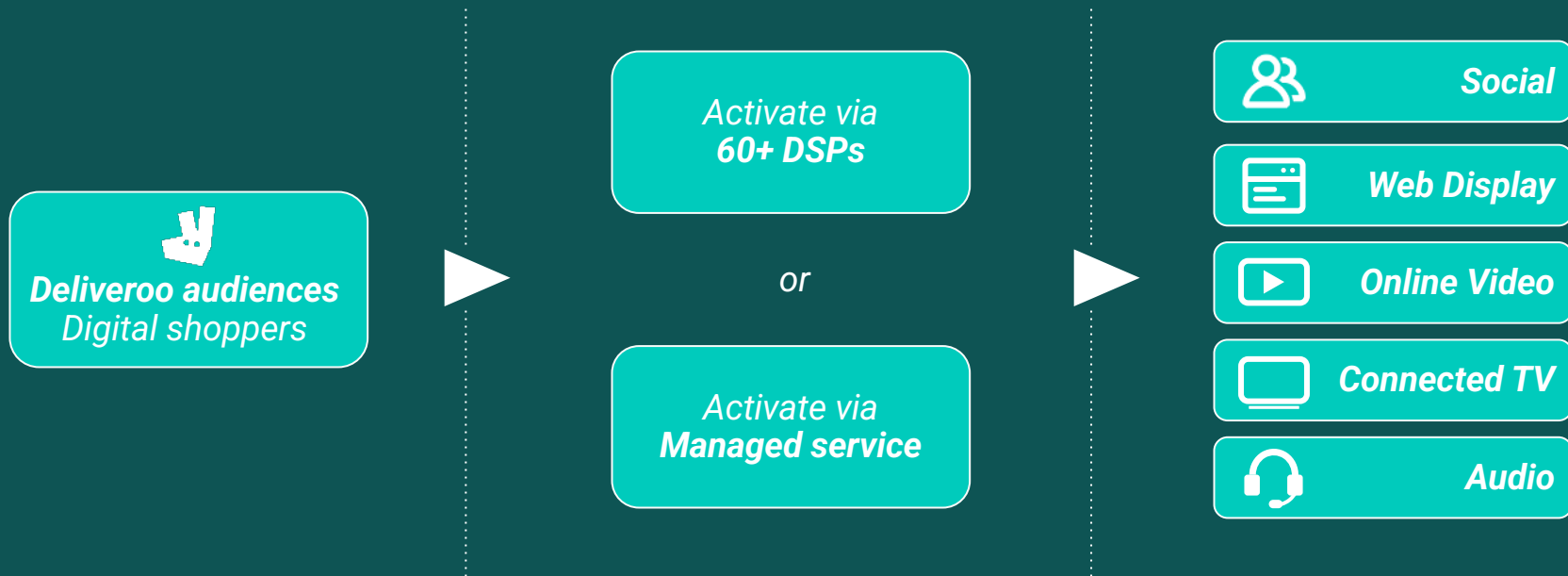
ACCESS TOP-TIER AUDIENCES

*Leverage premium, high
intent audiences created
from transactional data*

ACQUIRE NEW CUSTOMERS

*Convert new customers,
leverage halo effect,
reactivate lapsed users*

...and activate in your DSP of choice



...across a rich media inventory



Connected TV (AVOD, SVOD)



Display (Standard, High Impact)



Online Video



Audio



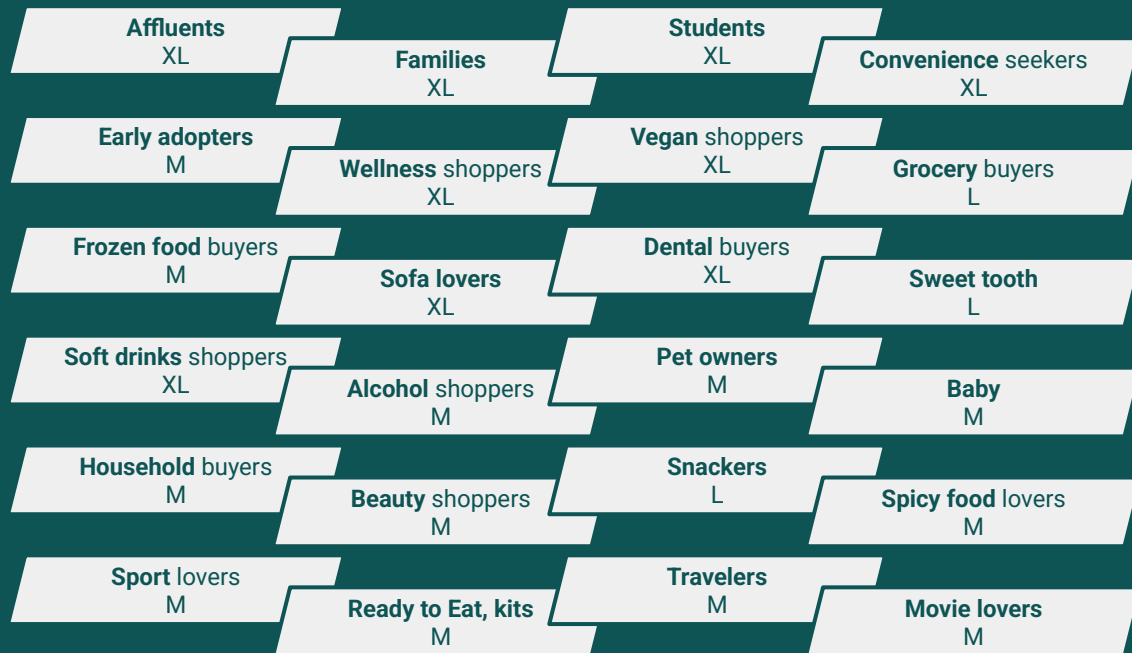
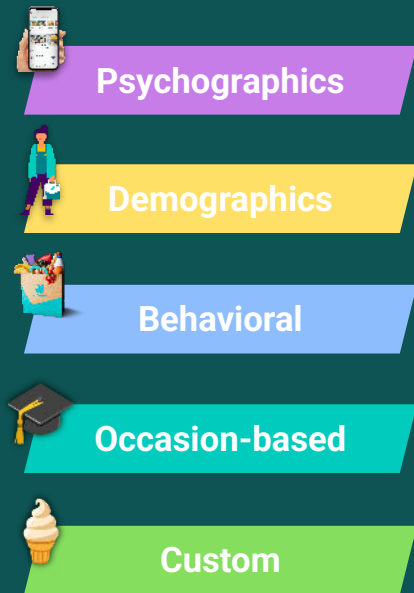
Social



...with 30+ audiences ready to use

Type of segments

Our seed audiences



...to improve targeting at scale.

**Maximise outreach
on and off platform**

*Deliveroo affluent
users off-site*



*Deliveroo affluent
users on-site*

**Run larger campaigns
with look-alike modelling**

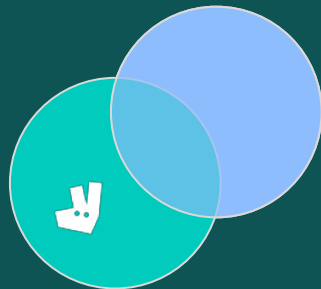
*Deliveroo look-alike
wellness shoppers*



*Deliveroo
wellness
shoppers*

**Drive cross category
extra-relevance**

*Shoppers in-market
for a laptop*



*Deliveroo
affluent shoppers*

Any questions?



THANK YOU