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Part :-1

1. Introduction

This report takes Tesco as a retail businesses firm which sells their products online via mobile application and it's official website:- www.tesco.com as well as offline through it's various stores. This report demonstrate background of the Tesco and digital transformation of the organisation. This report critically analyses the various digital assets of the Tesco with their digital marketing strategies which are implemented by the Tesco to promote the organisation. This report also discuss the various digital marketing plans which are utilised by the Tesco such as :- SOSTAC, marketing mix, STP, sweet spot. The report critically analyses the internal and external structural flows of Tesco. This report includes Importance of machine learning in digital marketing and how Tesco has implemented machine learning in digital marketing ?. with demonstration of maximization of ROI and ROS in digital marketing by utilizing machine learning.

1.1. Background of Tesco

In 1924, the term "Tesco" was coined. Tesco Tea was the company's first own-brand offering prior to its rebranding as Tesco. According to Jack Cohen. The Burnt Oak, Edgware neighbourhood of north London saw the opening of the first Tesco shop in 1929. Along with the store's first-ever branded item, which was, of course, Tesco Tea, it also sold moderately priced dry goods. The first supermarket debuted in Maldon, Essex, in 1958. Sales workers weighed meats, cheeses, and butter at the counter of the new model shop.

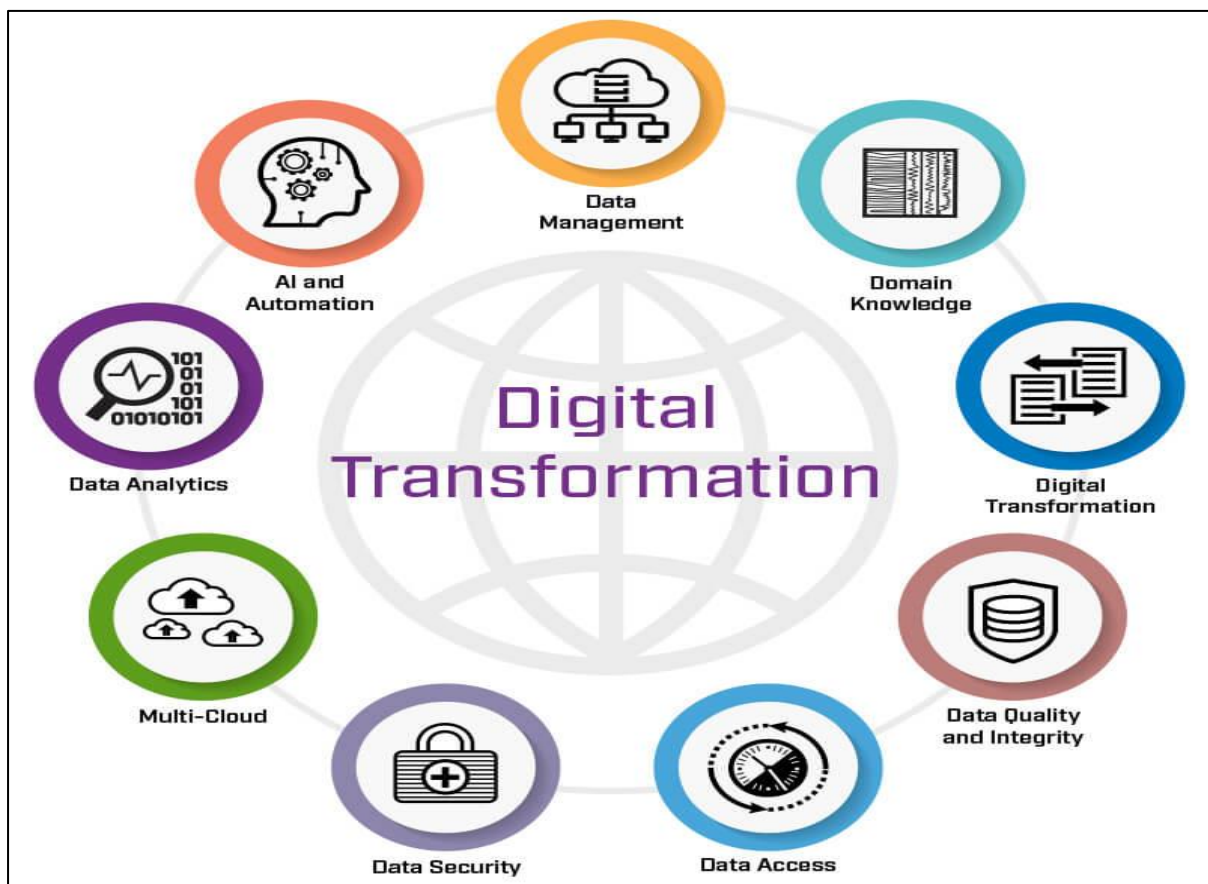


Source : Winchester, L. (2019)

Tesco Personal Finance was launched. "Tesco.com" was launched when Tesco went online in 2000. In the UK, as of 2003, Tesco Mobile—a collaboration with O2—had over five million members. Tesco Mobile now offers No-Contract Sim and Pay Monthly choices in addition to its original Pay As You Go service. The only places to get it are 500 phone stores and online. (Tesco (2023)). Today Tesco became largest global retailer, employing over 330,000 people, strives to provide consumers with inexpensive, sustainable, and healthful food every day in order to improve their quality of life and ease their daily lives. (Tesco PLC (2023)). Tesco Plc works in the financial services and grocery store sectors. The operational segments include Tesco Bank, Asia, Central Europe, and the UK and ROI. The UK and ROI section covers the United Kingdom and the Republic of Ireland. The Tesco Bank business is based in Welwyn Garden City, United Kingdom, and offers consumer financial and protection services. (Forbes. (n.d.)).

1.2. Digital transformation of Tesco

The bronze medallist for the 2003 IDM Business Performance Awards went to Tesco.com and EHS Brann. In the UK, home shopping is a well-known phenomenon that occurs in Tesco.com was starting to separate itself from the competition. In contrast to its competitors, Tesco.com reached 500,000 unique site visits in October 2000 and continued to rise, even if the majority of them stayed at 300,000 unique site visitors each month through late 2000 and early 2001. Tesco set out to become the premier online shopping destination in the UK while making a profit. Email and direct marketing were the two primary active media, and web and in-store promotions with advertising were the two passive media that were employed. Several lists were tested for the first two. To find possible committed clients, cold lists were analysed against Clubcard data, which contains transactional, lifestage, attitudinal, and geodemographic data. Email, online advertising, and direct marketing made up the remaining three quarters, with in-store promotions contributing another third. (Robin Fairlie (2003)).



Source : [Data Management Webinars](#) | [Seismic Cloud Solutions](#) | [Katalyst \(katalystdm.com\)](#)

Tesco uses MIS to handle enormous volumes of data, transform it into information, analyse it, and make choices that help the company meet its goals.



Information is just as valuable to a company as cash, equipment, and labour are. It is necessary for the business to survive. (UKEssays (2018).

overall business outcomes show that Tesco's approach is effective, as seen below. Every week, Tesco.com processes over 100,000 orders across more than 20,000 product categories. With a market share of almost 65%, this makes the firm the largest online grocery store in the United Kingdom by far. Tesco.com customers have raised their overall expenditure with the company by 21%; they often complete a big online buy and then top up in-store. This is a significant discovery for businesses that worry about the virtual world consuming their physical operations. In terms of growth and profitability, Tesco performed better in 2001–2002 than they did. Not a single other UK internet store is in view. (Robin Fairlie (2003))

Tesco distinguished itself from the competition with its omnichannel "click and collect" service, which let customers purchase online and pick up bagged goods at a convenient time.

2. Digital Assets of Tesco

1. Offsite Targeted Display :-

Customers' online and physical transactions may be combined to create a single perspective of them using Tesco Clubcard data, which provides a comprehensive understanding of their purchasing habits. As a result, connecting with more of the "right" consumers—those most likely to purchase their goods—becomes simple and effective for marketers.

The Tesco Media & Insight Platform allows a customer's Tesco Clubcard ID and online identity to be anonymously matched by collaborating with media owners. With placements connecting to either tesco.com or the brand's own website, advertisers may then interact with consumers while they surf their favourite websites and social media platforms.

2. Meta Audiences :-

Tesco audiences may be shared directly with a brand advertiser's Meta Ads Manager account using Meta Audiences, which covers Facebook and Instagram. Before launching a campaign, customers may gauge its expected performance using Meta Audiences, a self-service platform that also offers extensive forecasting features.

(Ciara Schmidt. (2023))

3. The Trade Desk :-

By partnering with Tesco, businesses can engage with Tesco consumers on premium advertising inventory across over 225 websites and partner channels that are safe for brands. The Trade Desk is a market-leading programmatic media purchasing platform. Rich media, video, animations, and static banners are examples of ad formats that may be used to achieve a variety of marketing objectives.

4. Broadcaster Video on Demand (BVOD) in partnership with ITV :-

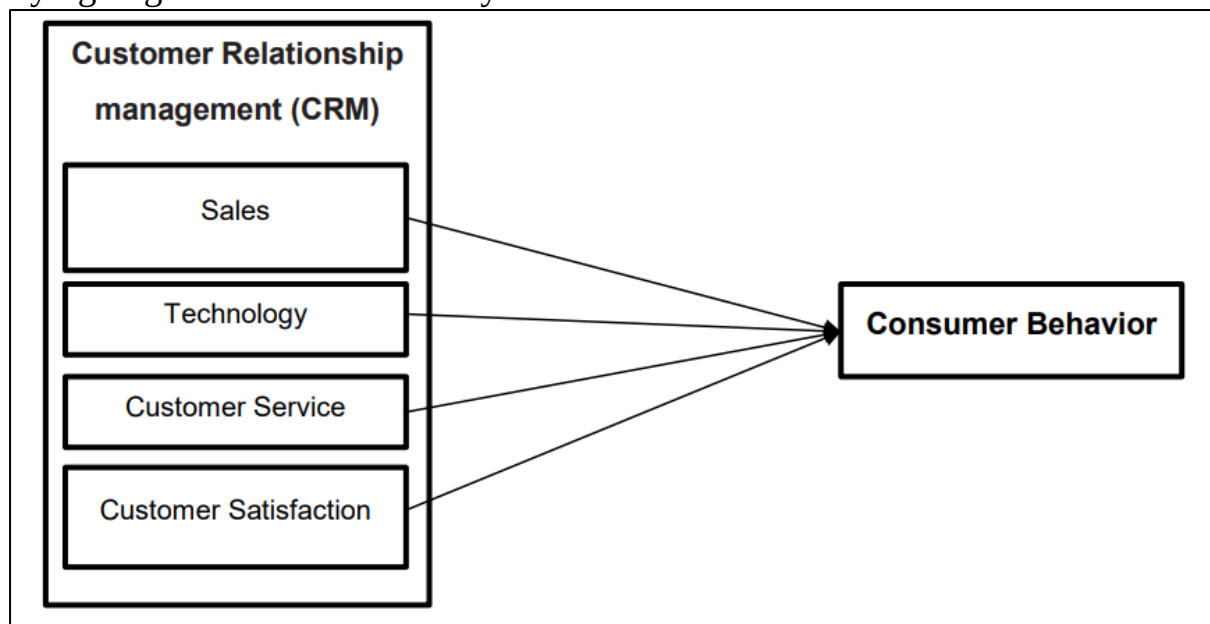
ITVX is a new streaming gateway that combines a variety of on-demand films and TV shows with live TV. Tesco's BVOD relationship allows advertisers to interact with targeted Tesco consumers while they catch up on their favourite content, according to the same audience-centric principles as Offsite Targeted Display.

The programmatic advertising platform PlanetV, which offers a variety of customizable buying choices, forms the foundation of Tesco's cooperation with ITVX.

(Ciara Schmidt. (2023))

5. CRM Database :-

CRM refers to the method by which businesses try to keep customers while also trying to get them to be more loyal to them.



Source : Al-Suraihi, W., Al-Suraihi, A., Ibrahim, I., Al-Tahitah, A. and Abdulrab, M. (2020). The Effect of Customer Relationship Management on Consumer Behavior: A Case of Retail Industry in Malaysia

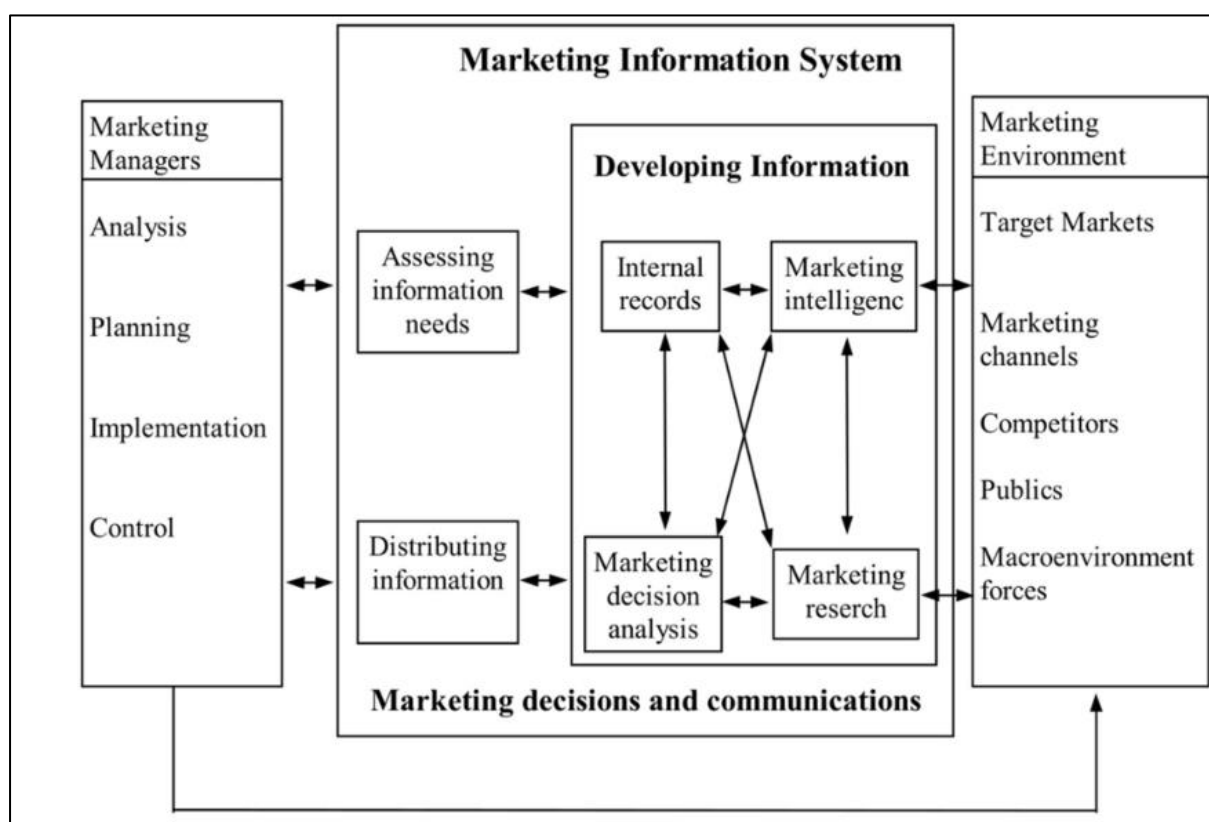
Tesco uses the Customer Relationship Management to fulfil below objectives :-

- To expand the consumer base and establish a lasting relationship with the clients
- To evaluate consumer values and requirements in order to increase revenue growth via meeting customer demands.
- To identify specific clients and raise client satisfaction.

(Academized.com. (2016))

6. Marketing information system (MIS) :-

Tesco has effectively utilised SAP Business Objects Polestar apps and Oracle since it is the enterprise system of choice for the firm. To determine the optimum applications for various business system deployments, Tesco conducts feasibility studies. Tesco received a solution from Polestar, which includes SAP Business Objects, Oracle Retail Warehouse Management System, Oracle Marketing system, Oracle accounting Hub, Oracle HR, and Oracle BI. This solution is currently the basis for common operations and businesses both nationally as well as globally.



Source : iEduNote.com. (2020)

Uses of MIS for Tesco

- 1) **Sales and marketing:-** The firm, which had previously utilised a Linux system for digital marketing, is now nearer to its consumers than ever owing to digital marketing services that enable them to intelligently focus on their customers' purchasing behaviours. This is because the company switched to Oracle Marketing. Oracle creates tailored reward and savings plans to promote client loyalty. All these consumers need to do is register to receive Oracle advertising, which can be accessed nationwide with a credit or debit card swipe. Transaction data is electronically submitted to



Oracle's repository each and every time a customer connected to an Oracle subscriber makes a purchase. This is one method that businesses are identifying and analysing their consumer behaviour in order to better understand their future purchases with the use of these incentive and discount designs.

- 2) **Accounting :-** Tesco benefits from Oracle Accounting Hub's assistance with standard business functions, including: Invoices, inventory management, supplier and customer information, all buy and sales ledgers, and product specifications.
- 3) **Real Time Processing :-** Because TPS handles all of TESCO's commercial dealings with suppliers, consumers, and any intermediary parties involved, the company relies heavily on them. Additionally, each product has a bar code that TPS utilises to track how many units have been sold and what orders need to be placed, among other things.

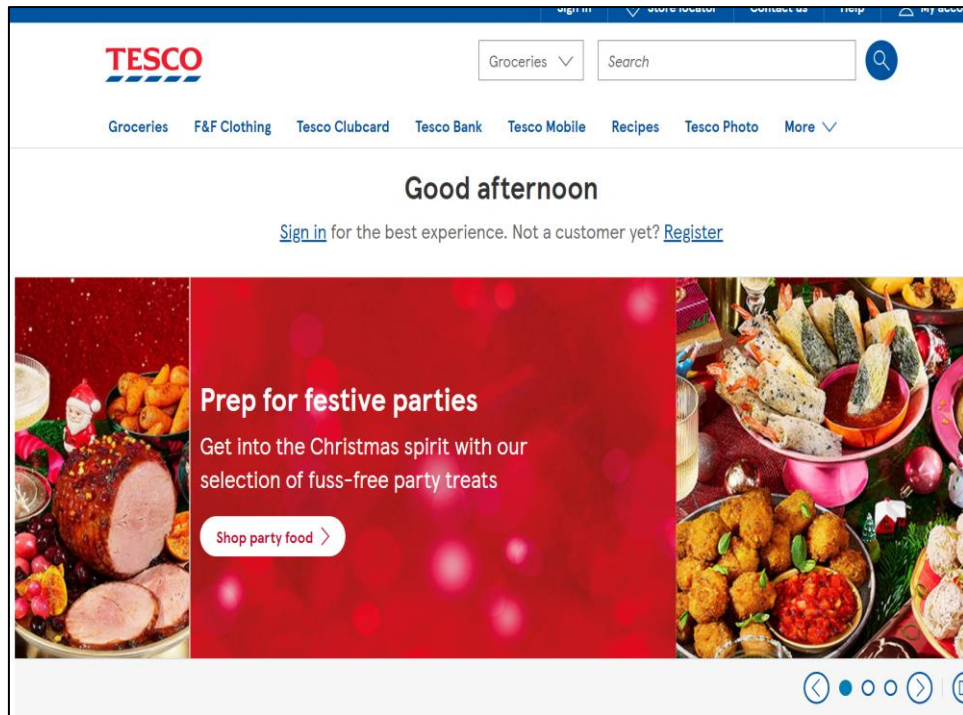
(StudyBay (2019)).

7. The media opportunity :-

With a weekly media reach that matches that of some of the largest internet platforms, Tesco will be able to reach customers more efficiently thanks to its new platform, which will also provide a variety of targeting choices. Media offers five options to meet any demand, ranging from more extensive mass reach campaigns to one-to-one personalization. (Tesco PLC. (2021.)).

8. Website :-

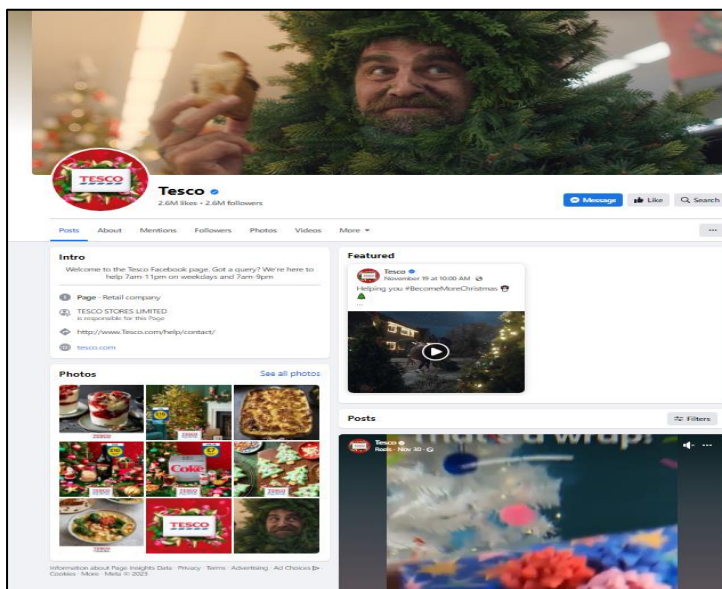
Tesco website available at www.tesco.com. This is the vital online digital assets of Tesco. By using this website customer can access all products details, purchase products, feed back system and customer can search the products at seating at any corner of the world. (Tesco (2023).)



Source : www.tesco.com

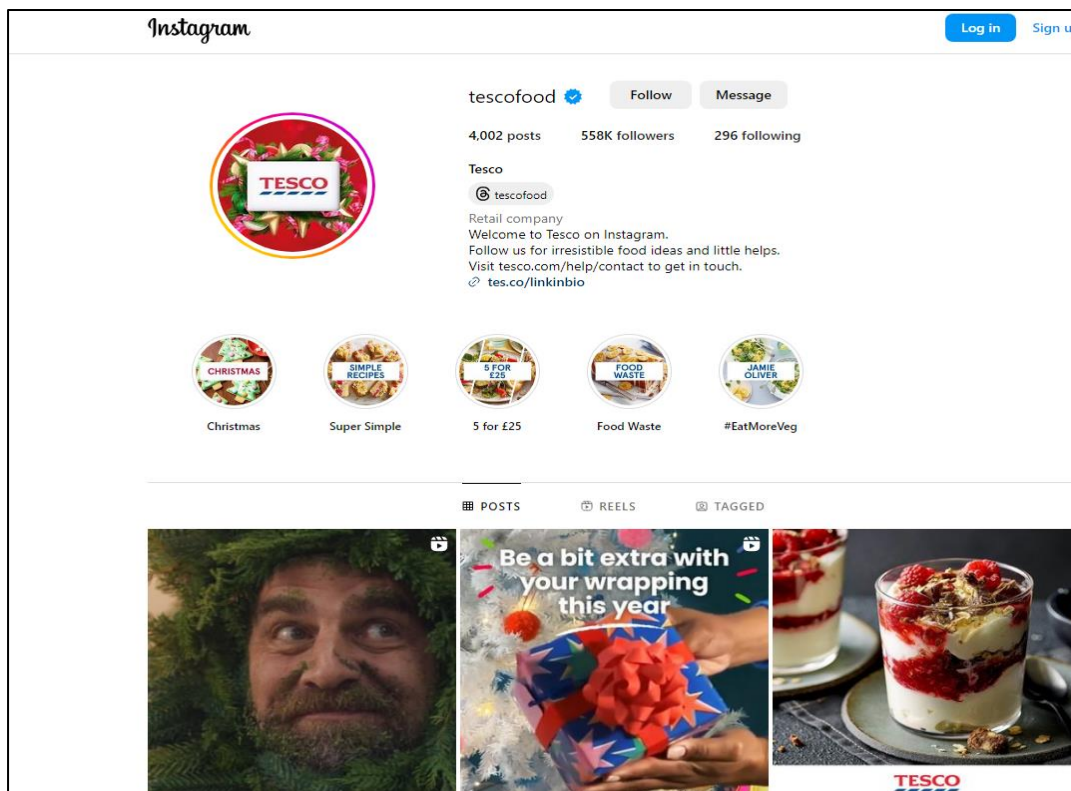
According to a BrandNet poll conducted for Marketing Week, the Tesco.com website is "a very impressive, well laid-out site". it ranked first among 50 UK retailers based on advertising expenditure.. The poll also mentioned the site's safe online shopping options and engaging content. Earlier in 2000, the Tesco.com website took home the "Best business to consumer e-commerce site" Yell UK Web Award. (Peter Sleight (2001)).

9. Social media presence :-



Source : facebook.com

Tesco is available at various social media platforms such as Facebook, Twitter, Instagram, Pinterest, Tiktok, Youtube. With this platforms Tesco attract the customer base towards their products.



Source : [Tesco \(@tescofood\) • Instagram photos and videos](https://www.instagram.com/tescofood/)

10. Mobile application :-

Customer can search the products as per their requirements, they can order online and also they can pay online and manage their account using mobile application with ease. The application offers the capabilities including scheduling, home delivery option, real-time monitoring, real-time control. Both IOS and Android smartphone users can download the app. (www.tescomobile.com. (2023.).

what can we help you with?

more data, upgrade, charges on bill

Search

Tesco Mobile App

Pay monthly Pay as you go

It's so easy to manage your account with our app

Download on the App Store GET IT ON Google Play

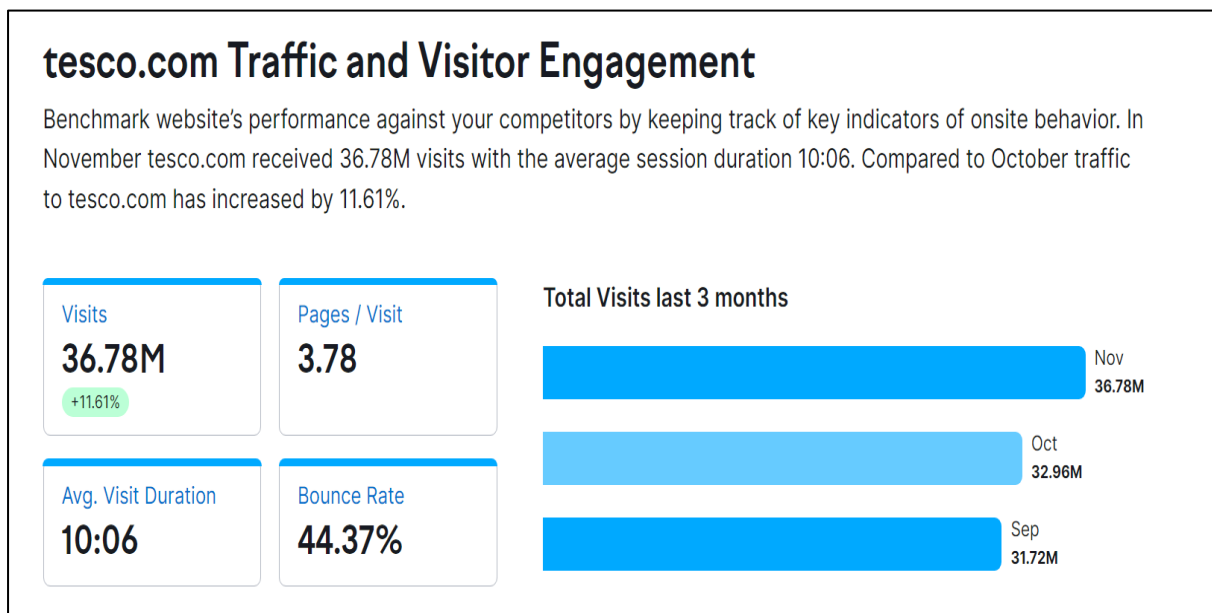
Text to download

Just text APP to 28901

Play Store

Source : [Tesco Mobile App | Manage Your Account Online | Help | Tesco Mobile](#)

11. Google Analytics :-

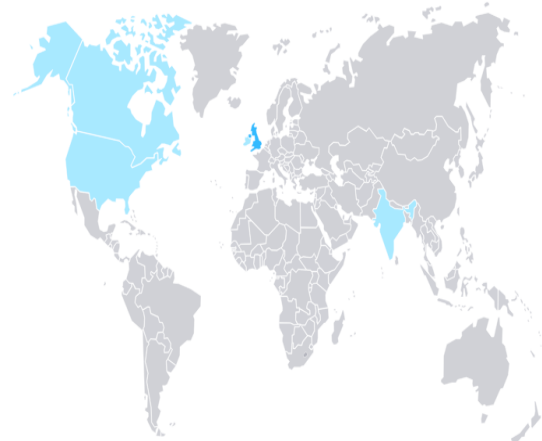


Source : [tesco.com Website Traffic, Ranking, Analytics \[November 2023\] \(semrush.com\)](#)

tesco.com Website Traffic by Country

See the global distribution of visitors to your competitor's website and start tapping into overlooked markets. Tesco.com's core audience is located in United Kingdom followed by United States, and India.

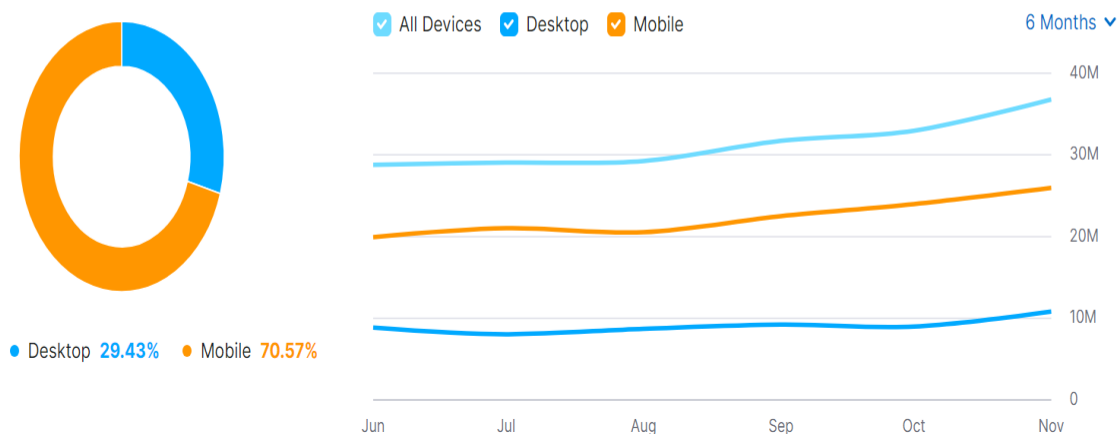
Country		All devices	Desktop	Mobile
 United Kingdom	90.76%	33.38M	29.95%	70.05%
 United States	2.11%	776.12K	43.04%	56.96%
 India	1.35%	497.37K	10.0%	90.0%
 Ireland	0.86%	317.51K	16.2%	83.8%
 Canada	0.49%	182.02K	21.53%	78.47%



Source : [tesco.com Website Traffic, Ranking, Analytics \[November 2023\] \(semrush.com\)](#)

tesco.com Traffic Share by Device

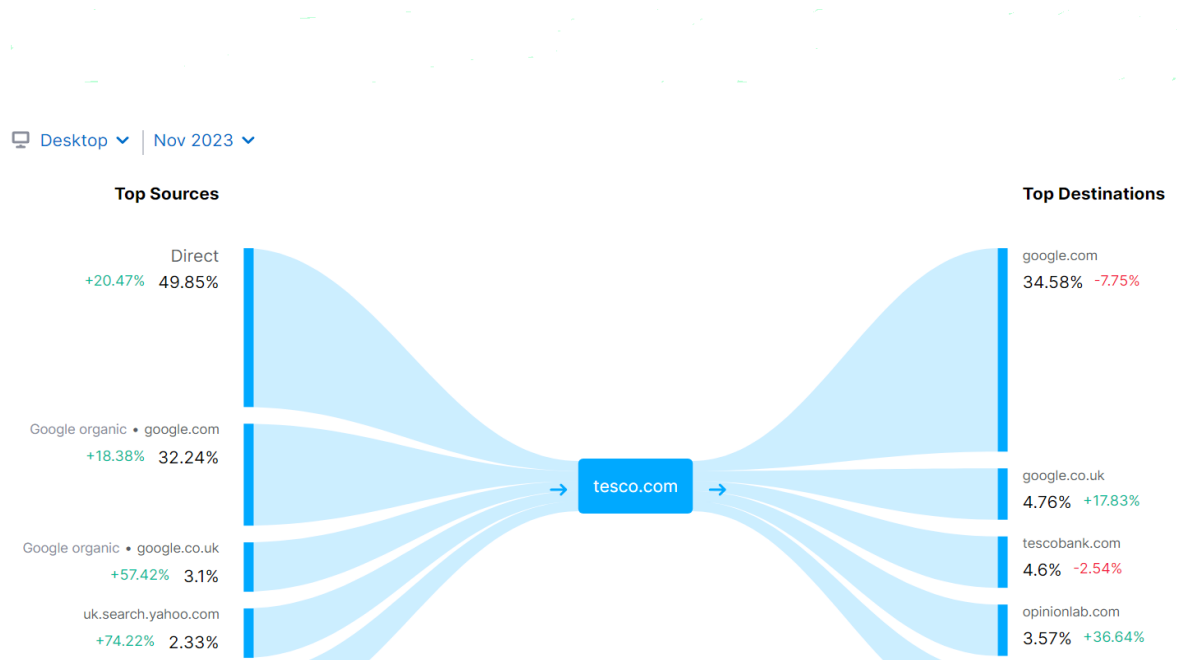
Quickly understand where a website's traffic comes from and what devices visitors prefer to use. On tesco.com, desktops drive 29.43% of visits, while 70.57% of visitors come from mobile devices.



Source : [tesco.com Website Traffic, Ranking, Analytics \[November 2023\] \(semrush.com\)](#)

tesco.com Website Traffic Journey

Learn where visitors browse before landing on your competitor's site and where they go after to find new opportunities for attracting your competition's audience



Source : [tesco.com Website Traffic, Ranking, Analytics \[November 2023\] \(semrush.com\)](https://www.semrush.com/tesco.com/Website-Traffic-Ranking-Analytics-November-2023/)

12. Cookies :-



Manage your cookie preferences

We use cookies to improve your experience on our website and to show you personalised content. It's totally up to you which ones you allow us to use. You can also come back and change your preferences at any time. Find out more in our [privacy policy](#).

Essential

(Just so you know, essential cookies can't be turned off)

We use these cookies for things like:

- Security
- Signing in
- Site Errors
- Storing products in your basket
- Making Payments

Our website won't work properly without them, so we can't turn them off. But you can always control them in your browser.

You can find more information in our [cookies policy](#), where you can also see third parties we work with when we use cookies

Source : [Manage your cookie preferences \(tesco.com\)](https://www.tesco.com/cookie-preferences/)



Cookies allow Tesco to determine whether a consumer has seen a certain advertisement and how long ago they did. With the use of this data, Tesco can manage how frequently customer see advertisements and assess the success of Tesco's and its retail partners' online advertising initiatives. (Tesco.com. (2023).

3. Tesco Digital Marketing Strategies

1. Tesco's SEO strategy :-

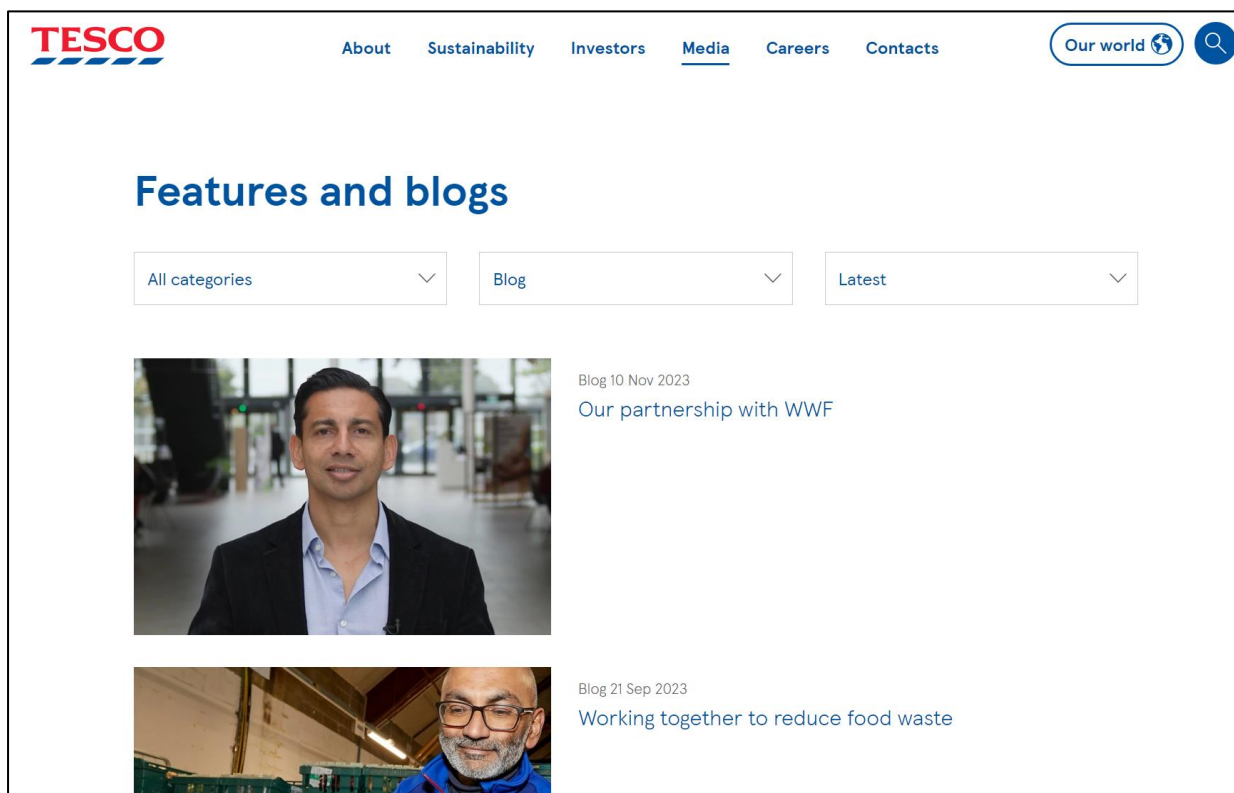
Tesco's SEO strategy includes various categories such as Tesco's website strategies, Tesco's on-page strategies.

Tesco's website strategies

These days, every business must ensure that their websites are search engine optimised. The Tesco website generates 31.5 million visits from organic search and 14.4 k from sponsored search, with an authority score of 75.

Tesco's on-page SEO strategies

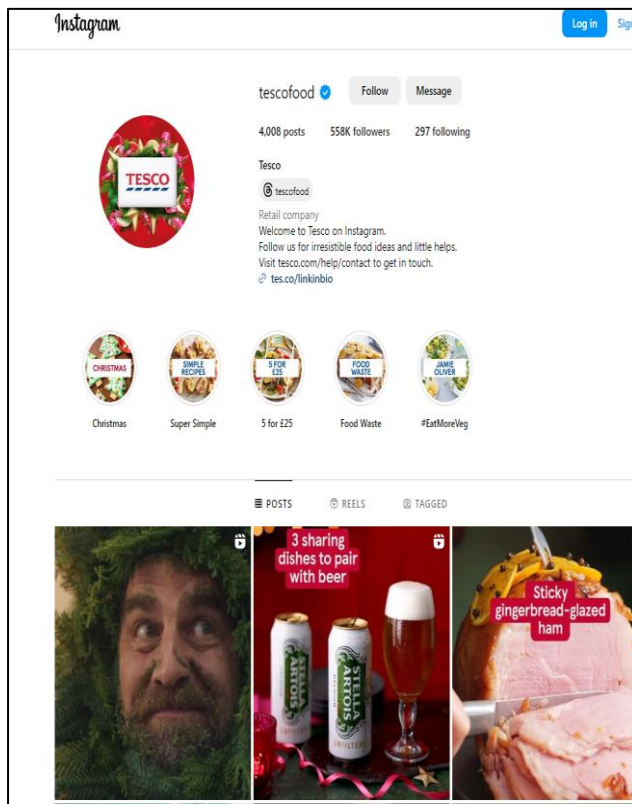
Every month, Tesco publishes about five employee-written blogs.



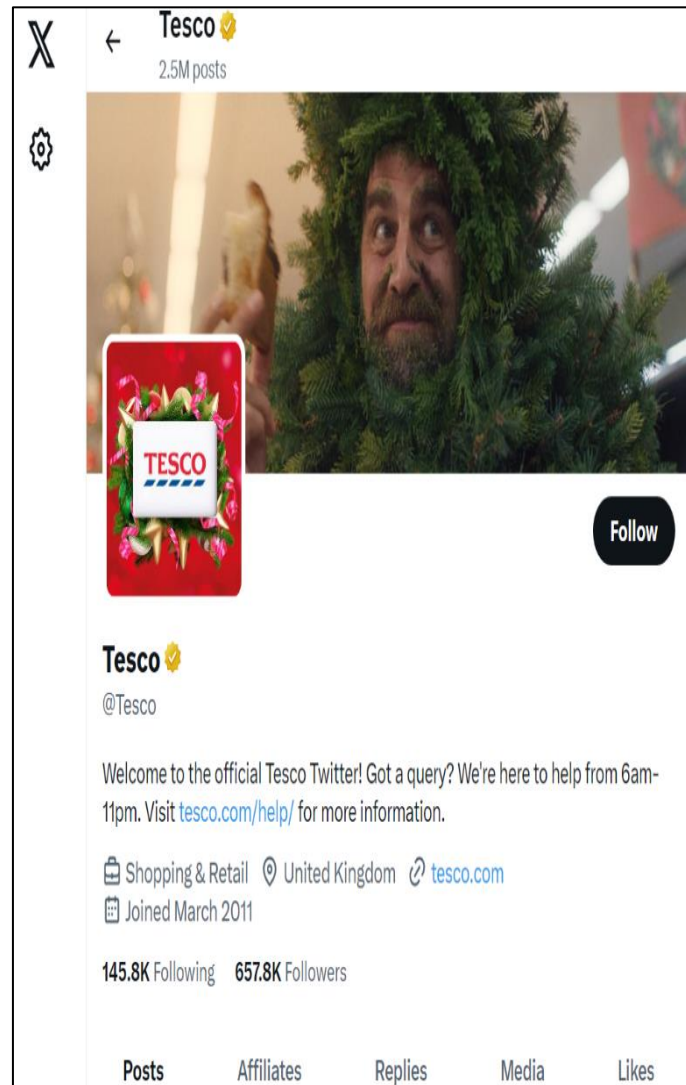
Source : tesco.co.uk/features-and-blogs?type=Blog



2. **Social media strategy** :- Tesco uses various social media platforms such as Facebook, Twitter, Instagram, Pinterest, Tiktok, Youtube to promote their products and lure the customers.



Source : [Tesco \(@tescofood\) • Instagram photos and videos](#)



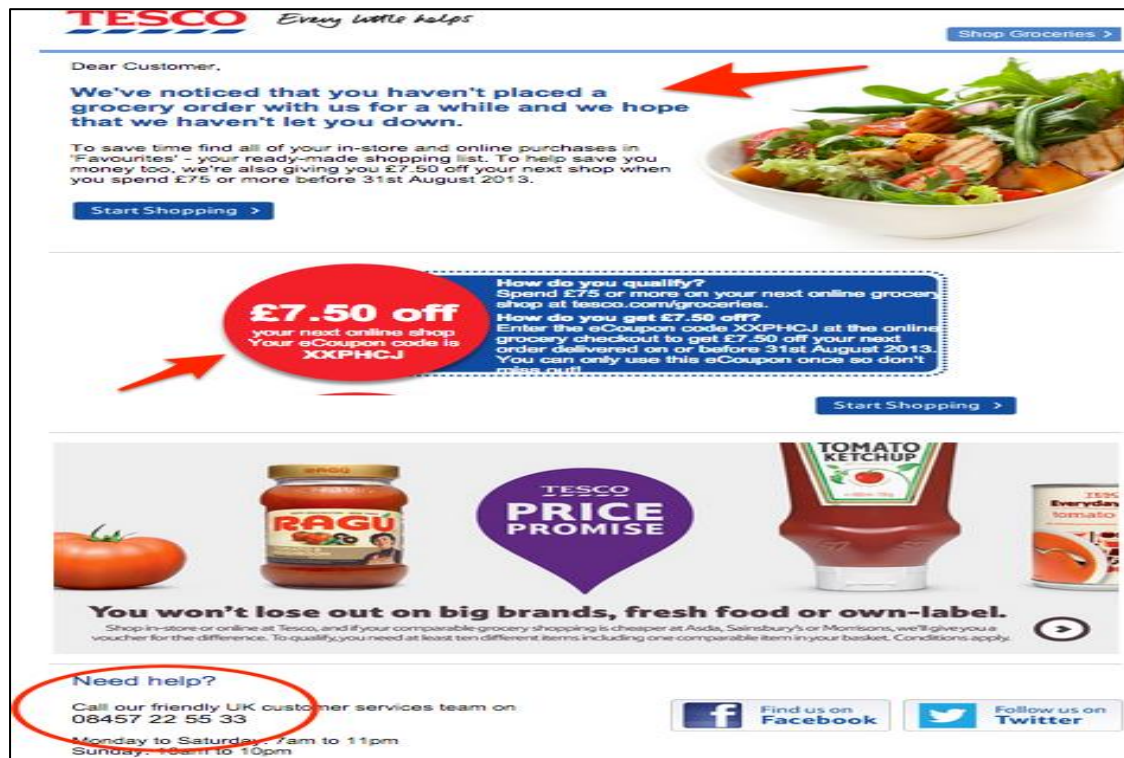
Source : [Tesco \(@Tesco\) / X \(twitter.com\)](#)

3. **Google ads strategy** :-

Tesco also employs a range of Google Ads approaches to boost website traffic. For an individual advertised term that brings in 1.6k visitors, they spend \$435.
(Digital Scholer, (2022))

4. Email marketing strategy :-

Tesco's email marketing strategy included frequent consumer email engagement, an electronic newsletter including daily deals, weekly, monthly, and exclusive offer packages, and discounts on books, gym memberships, and gardens. 58% of the emails sent in the supermarket business were a result of Tesco's email marketing technique.



Source : [tesco email marketing - Search Images \(bing.com\)](http://tesco email marketing - Search Images (bing.com))

5. Tesco club card :-

When Tesco introduced its Clubcard loyalty programme in 1977, it took the lead in the supermarket business. Additionally, the Clubcard database is a particularly useful tool for cross-selling additional goods and services, like Tesco.com and its credit card . (Peter Sleight (2001))



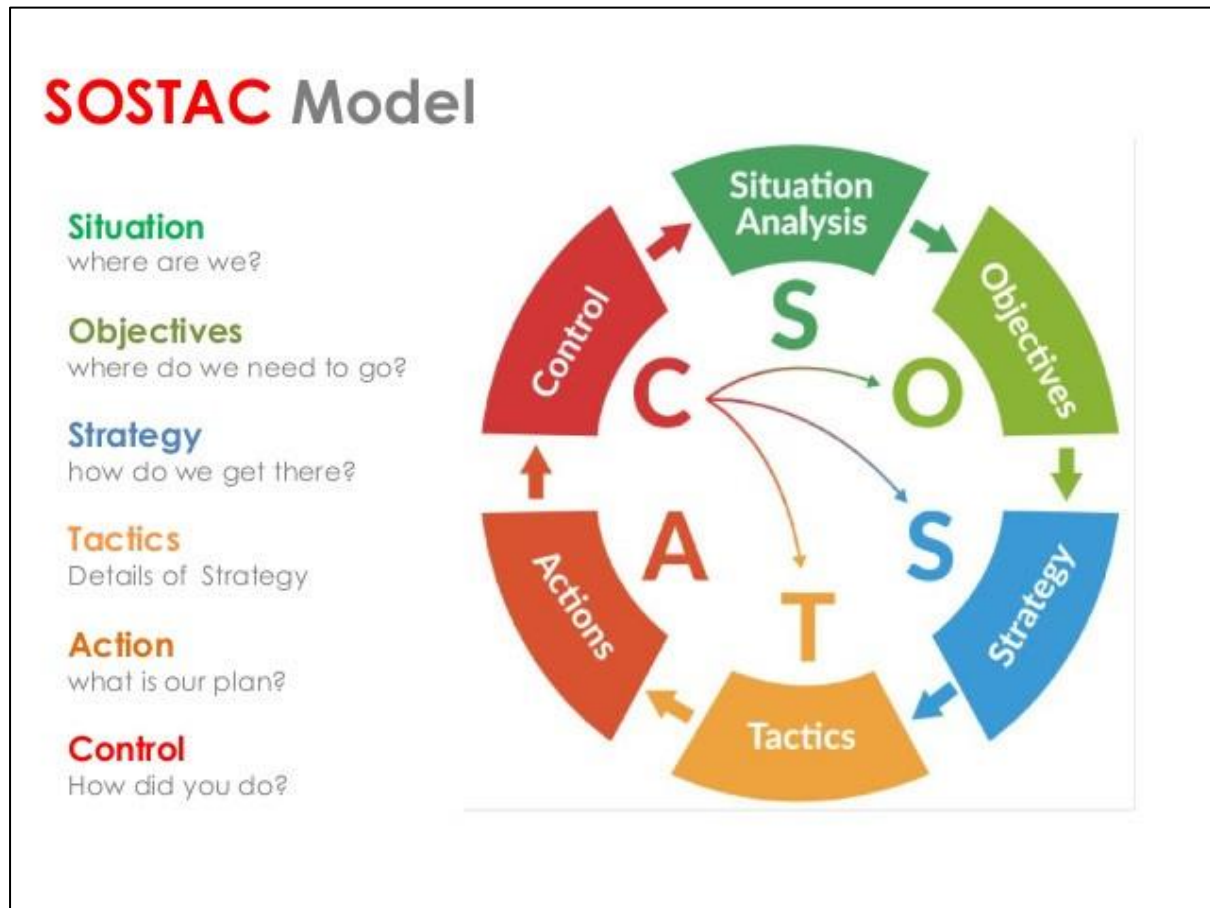
Source : [Tesco clubcard - Search Images \(bing.com\)](https://www.bing.com/images/search?imgd=tesco+clubcard&imgi=tesco+clubcard&imgj=tesco+clubcard&imgk=tesco+clubcard&imgl=tesco+clubcard&imgn=tesco+clubcard&imgo=tesco+clubcard&imgp=tesco+clubcard&imgq=tesco+clubcard&imgr=tesco+clubcard&imgt=tesco+clubcard&imgu=tesco+clubcard&imgv=tesco+clubcard&imgw=tesco+clubcard&imgx=tesco+clubcard&imgy=tesco+clubcard)

Clubcard serves a consumer-facing purpose by rewarding frequent shoppers, but it also makes it easier to analyse customer transactional activity in depth, as well as the contents of "shopping baskets" and the acquisition of additional Tesco goods and services. (Peter Sleight (2001))

4. Digital Marketing Plan for Tesco

4.1. SOSTAC Analysis of Tesco

The Situation Analysis, Objectives, Strategy, Tactics, Action, and Control (SOSTAC) model is a six-step process for building digital marketing plans. (Suharyati, Suharyati & Handayani, Teti & Nobelson, Nobelson. (2023)).



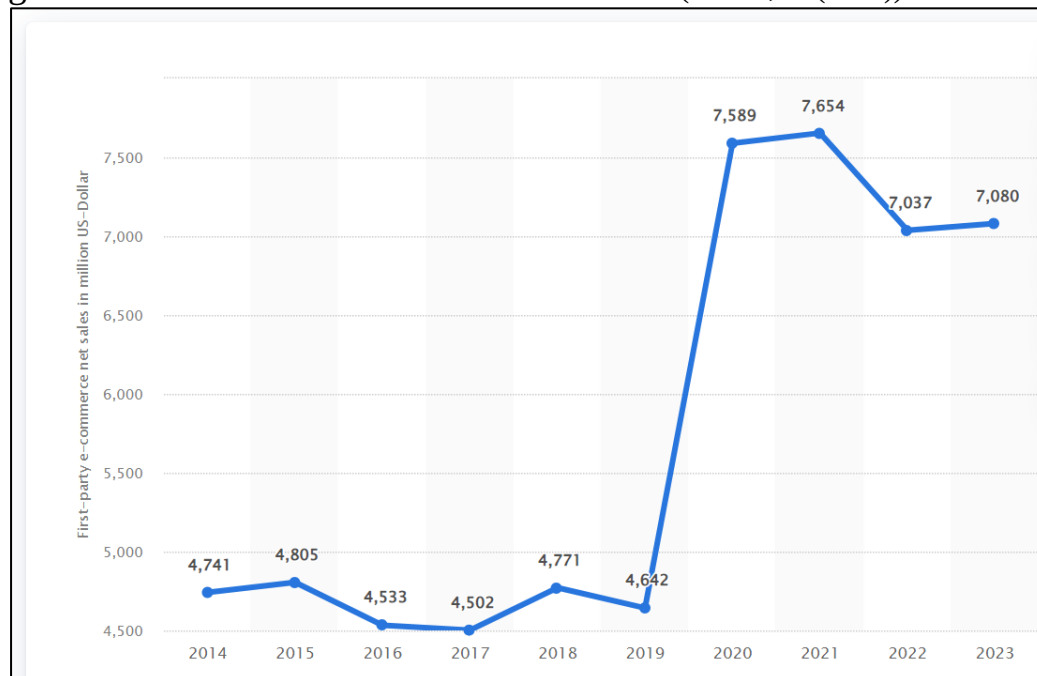
Source : [SOSTAC Model \(aaron Daly18.wixsite.com\)](https://aaron Daly18.wixsite.com)

1. Situation :-

An in-depth scenario study of the business is usually the first step in any digital marketing plan. Situation analysis outlines the possible advantages, disadvantages, opportunities, and dangers. Without a doubt, the company's distinct SWOT analysis should be the main emphasis of an omnichannel company's digital marketing plan. An extensive analysis of the environment surrounding the particular firm is also part of the scenario assessment. An environment analysis can be aided by a comprehensive PESTLE investigation. For Tesco and other major companies operating in the retail sector, a comprehensive SWOT and PESTLE analysis is essential for referencing and

promoting their core business strengths. (Ghosh, T. (n.d.).). At present Tesco is available at various digital platforms to attract the customers. Tesco has its own website (Tesco.com), Tesco has established its strong presence on vital social media platforms such as Facebook, Instagram, Twitter through that Tesco can directly communicate with their customers. (Tesco (2023)). The number of businesses that cater to quick, easy, and checkout-free online purchasing has significantly increased recently. Customers are free to shop whenever, wherever, and however they like. They also still expect faster, better, more integrated digital retail to make buying easier. (Tesco PLC (2023)).

Tesco Stores, Ltd. operates tesco.com, an online retailer with a nationwide sales focus. Its e-commerce net revenues are generated almost entirely in the United Kingdom. By 2023, Tesco.com's wide range of products should generate 7.08 million US dollars in revenue. (Peters, L. (2022)).



Source : [Tesco.com: e-commerce net sales 2014 to 2023 | Statista](https://www.statista.com/statistics/1105442/tesco-e-commerce-net-sales/)

2. Objectives :-

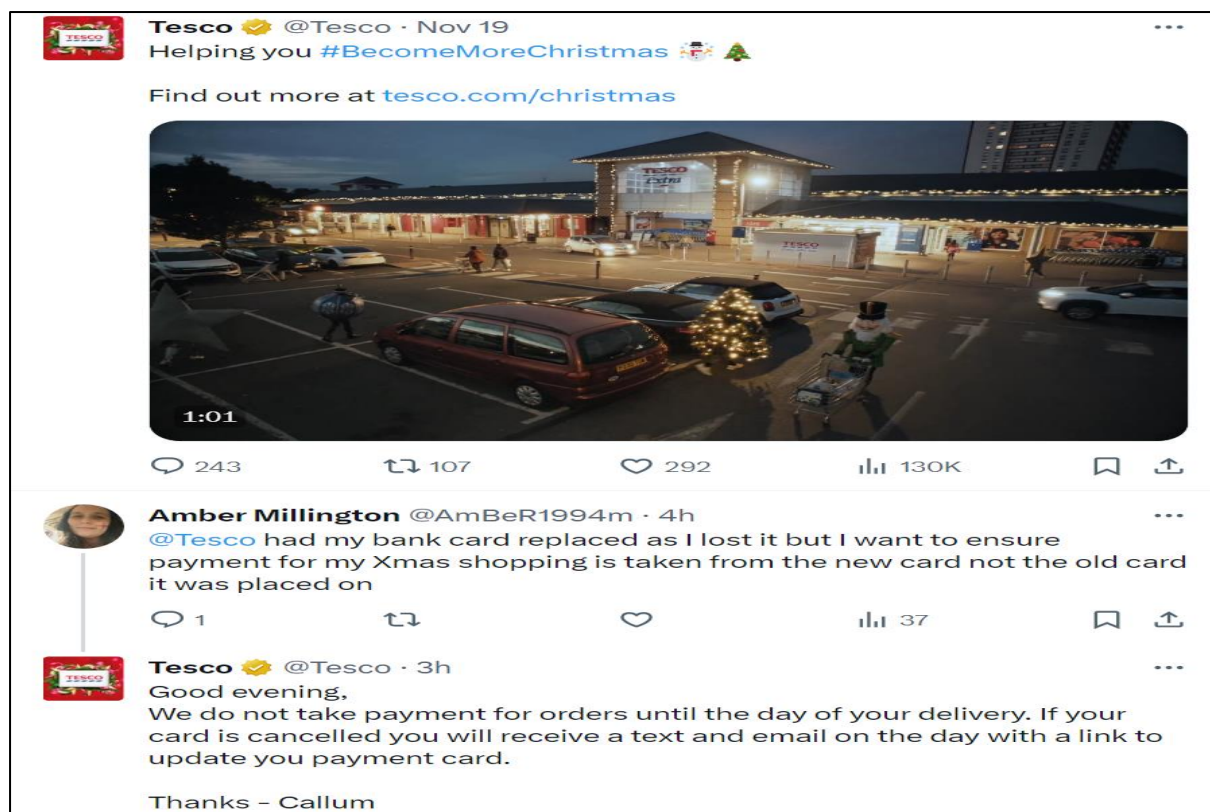
The digital marketing plan has a defined direction thanks to the objectives. Setting goals is also essential if company wants to maximise the advantages of digital marketing. The five Ss may be used to summarise the five goals of digital marketing. The acronym "5 Ss" stands for "sell, serve, speak, save, and sizzle." These 5Ss work together to power a company's digital marketing strategy.

Tesco's 5 Ss are as below :-

Sell :- Sell describes how a firm expands and develops in order to bring in 30% more money. The overall strategy for increasing sales is to provide more email-based online customer service. Delivering a series of concrete, precise, concise, and significant communications to consumers can provide Tesco the desired competitive edge.

Serve :- To serve is to improve the quality of the goods and services offered. Offering top-notch online services and advantages might encourage more people to respond. Loyalty and relevance are increased when individual needs are met with particular regard to cost-effectiveness, time, and energy.

Speak :- Speaking is the practice of following and questioning your customers via online forums, blogs, groups, social media networks, online interviews, and online conversations in order to get to know them well. Tesco is a strong proponent of obtaining specific customer data in order to respond to their comments in a systematic way.



Source : Twitter.com

Save :- Tesco aims to decrease expenses related to advertising, transactional charges, and administrative services. Tesco has wisely shifted to telemarketing and customer support via Facebook in order to offer rapid and simple solutions. Because transaction costs are substantially reduced, sales over the internet are



now more lucrative. Tesco has grown the size of its market by implementing cost-cutting measures.

Sizzle :- To optimise product sales results, Sizzle aims to develop and manage the Tesco brand. The use of the internet may help increase company visibility and publicity.

(Ghosh, T. (n.d.).).

3. **Strategy** :-

Developing a plan that is connect with the Tesco's objectives. This might be involves various strategies such as SEO, social media marketing, google ads. Strategy, Email marketing. (Digital Scholar (2022)).

4. **Tactics** :-

It should be noted that plans cannot be implemented without suitable and original tactics. Tesco uses strategic cost management as one of its pricing strategies. Minimum rates are charged for goods while retaining quality. Tesco's supply networks have been working nonstop to efficiently cut prices. Since around 2016, the average cost of weekly shopping has dropped by almost 3%. Receiving feedback from clients is essential to providing low yet stable prices. Tesco has even reduced the price of their promotional offerings. Tesco has over 6,900 stores in over 11 countries. Tesco provides a wide range of shopping alternatives, encompassing smaller stores like One Stop as well as Tesco Metro, Express, Extra, and Superstore. Promotional endeavours have received a lot of attention. Tesco's whole marketing campaign is aimed at creating a powerful brand identity while sticking to a budget. When it comes to the digital marketing mix, Tesco's primary promotional channels are hoardings, charity events, television commercials, endorsement arrangements, and sponsorships. Tesco provides its premium clients with a loyalty Clubcard in addition to online promotional discounts and incentives. (Ghosh, T. (n.d.).).

5. **Action** :-

In order to make the plans truly achievable, the final step in SOSTAC digital marketing strategy is to take the appropriate action and concurrently control those activities. Action may also refer to the company's successful application of its adopted policies and plans. In order to make the plans truly achievable, the final step in SOSTAC digital marketing strategy is to take the appropriate action and concurrently control those activities. Action may also refer to the company's successful application of its adopted policies and plans. Control

measures including competency and internal resource management, process and system oversight, and ensuring the consistency of the external agencies are crucial elements of Tesco's digital marketing strategy.

6. Control :-

The control or monitoring of the well-executed plan is the final section of this module on digital marketing plans. In order to maximise the company's success, the 5S goals should be continuously assessed. Tesco is a firm believer in regularly monitoring customer reviews and opinions as acquiring and keeping consumers is one of the main goals for performance monitoring. An essential component of managing and keeping an eye on the viability of implemented tactics is optimising the conversion rate. Establish metrics and key performance indicators (KPI) to measure the success of Tesco's digital marketing efforts. Implement the tools for monitoring website analytics, social media engagement.

(Ghosh, T. (n.d.).).

4.2. Marketing Mix for Tesco

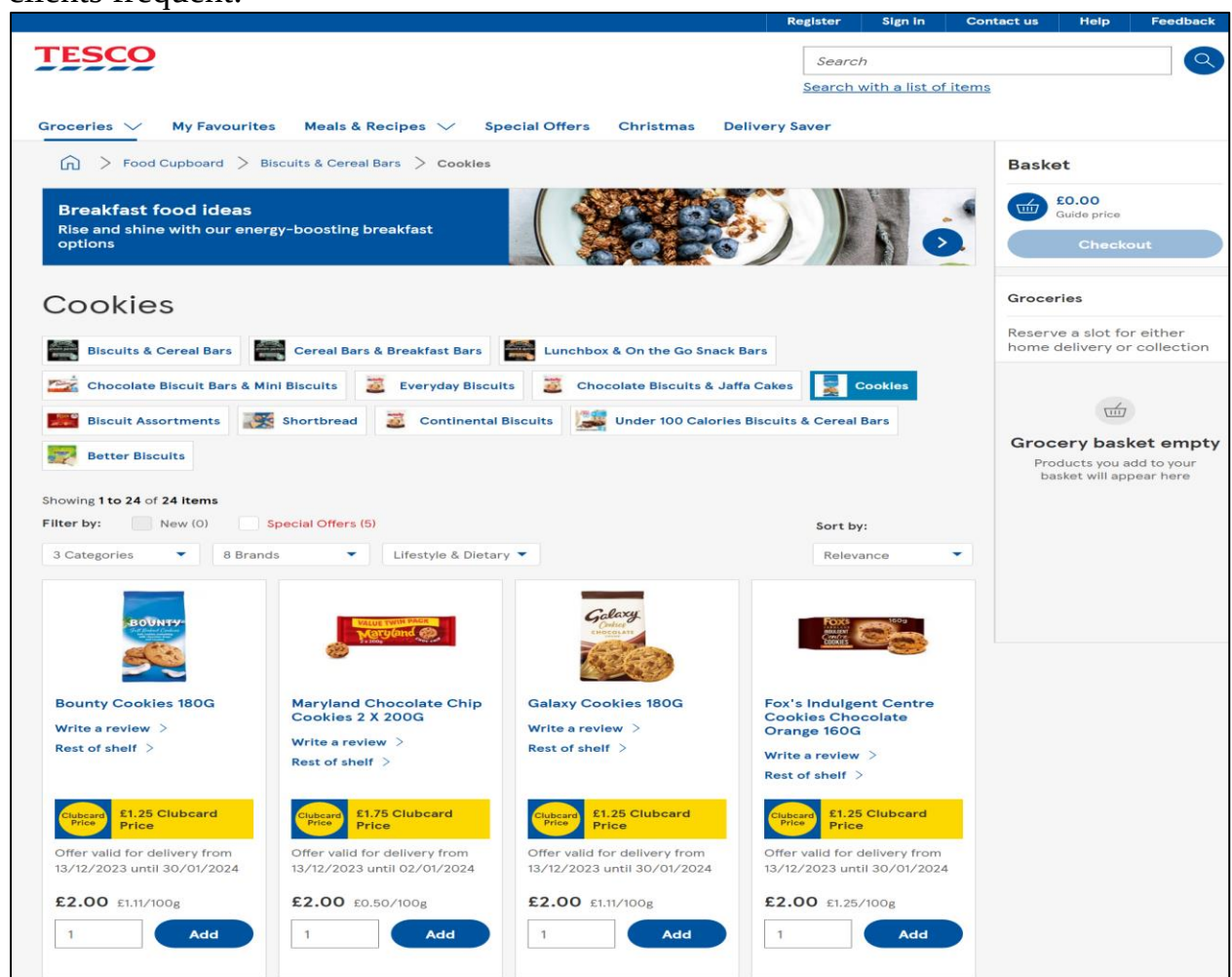


Source : [Place Marketing Strategy \(sierrauru.blogspot.com\)](http://Place Marketing Strategy (sierrauru.blogspot.com))



This is a comprehensive analysis of Tesco's seven-point marketing mix. It analyses Tesco's use of the elements of the mix—Product, Price, Place, Promotion, Process, People, and Physical Evidence—and outlines its business and marketing strategies.

1. **Product** :- Tesco sells all their products online and offline such as:- food, clothing, stationery, cosmetics, electronics, financial services, and a variety of other things . With constantly growing product offerings, it satisfies every imaginable customer need. It provides products from reputable vendors in almost every product area. Tesco provides a range of in-house products and services. Among Tesco's own brands are Tesco Value, Tesco Lotus, F&F Clothing, and Everyday Value. However, it's crucial to remember that the product categories that are available depend on the sorts of establishments that clients frequent.



Source : [Cookies - Tesco Groceries](#)

2. **Price** Tesco mostly relies on cost leadership for determining prices. Because of this, it maintains the lowest feasible costs for its goods and services without

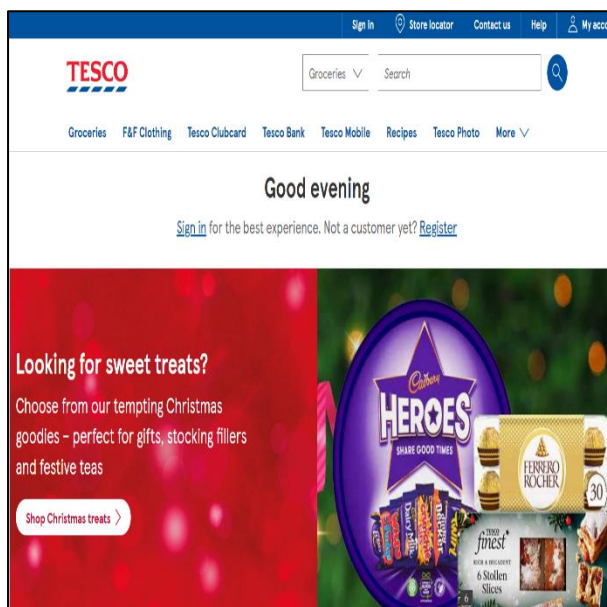


compromising on quality. It uses economies of scale and ongoing supplier collaboration to improve the supply chain and reduce costs.

Tesco's price strategy faces fierce competition in the United Kingdom market from stores like Aldi and Lidl. Nonetheless, it's intriguing that Tesco intends to fight inexpensive retailers head-to-head on prices.

3. **Place :-** This is giving the products or services to the customers. Tesco owns and operates a variety of businesses, including large stores and little shops. Customers may use Tesco's website, www.tesco.com, to make purchases from the convenience of their homes. (Tesco (2023)).

Tesco mainly uses two methods to market its products: online and offline. Its physical sites are spread over more than 5,000 places globally. The six types of retail establishments are Tesco Express, Tesco Extra, Tesco Metro, Tesco Compact, Tesco Home plus, and Tesco Superstore.



Source : www.tesco.com

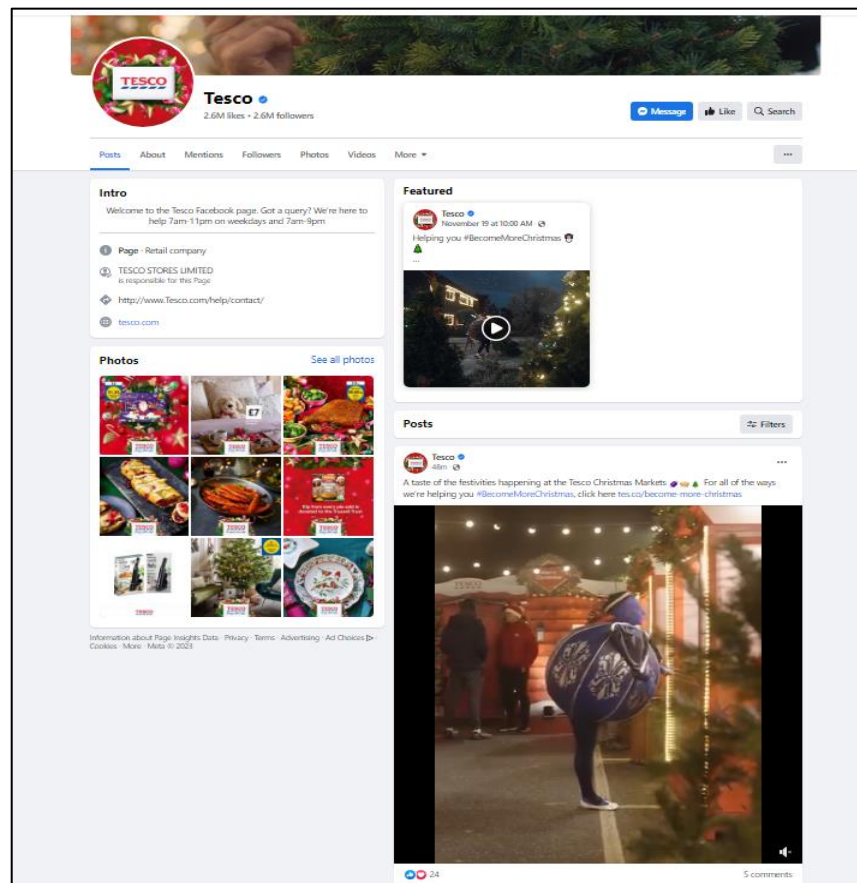


Source : [The new Tesco Seaton store - ISG \(cision.com\)](https://www.cision.com)

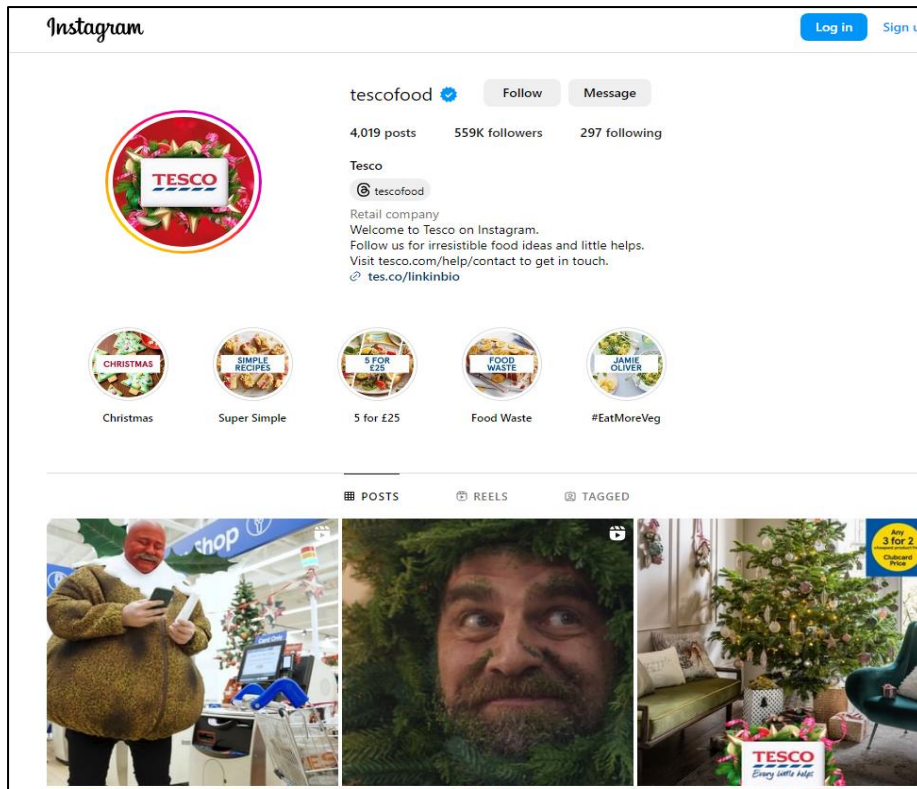
4. **Promotion** :- Tesco's strong brand image helps tremendously with its marketing efforts. It uses a range of media, including as radio, newspapers, social media, and television, to connect with its audience. It is the biggest spender on traditional advertising in the food retail industry in the United Kingdom.

Tesco promotes their products on a number of social media sites, including Facebook, Instagram, and Twitter. Tesco employs a strategy of email marketing.

Tesco uses social media platforms like Facebook, Instagram, and Twitter to advertise their goods. Tesco uses email marketing as a tactic.



Source : facebook.com



Source : Instagram.com. (2018).

5. **Process** :- A series of steps taken in order to achieve a goal is called a process. According to some writers, it is a collection of standard operating procedures used to complete a certain task, such processing a client's order.

Consumers pay with customer service agents when they pick up their items from Tesco's physical facilities. Also, they have the option to pay via self-service kiosks. Tesco has also chosen to increase self-checkout rates in an effort to save costs and increase efficiency.

6. **People** :- Tesco has about 345,000 employees. Customer service agents make up a sizable portion of Tesco's personnel and are crucial to the operation of the business. These employees are usually kind and knowledgeable.

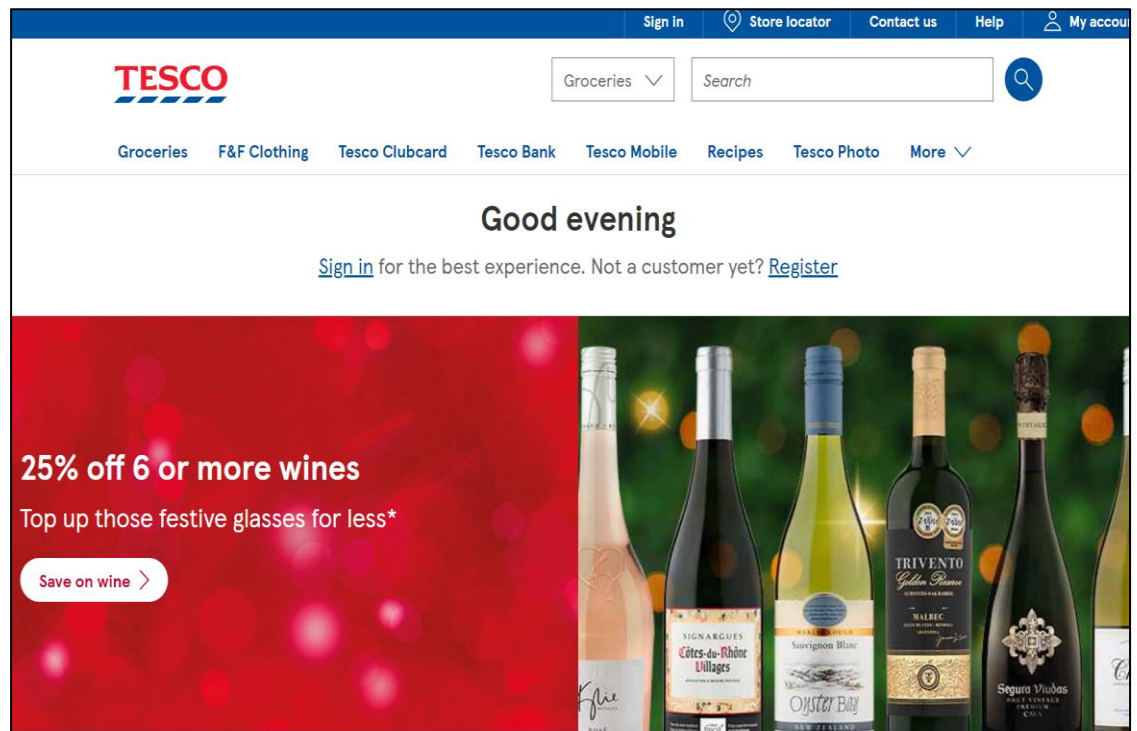
Tesco devotes a significant portion of its financial and human resources to staff training and development. Tesco also provides excellent employee reward programmes. On the other hand, a lot of observers contend that Tesco doesn't inspire its younger employees.



7. **Physical evidence** :- All of a firm's tangible assets, such as tables, chairs, menus, brochures, stationery, business cards, signage, and machinery, are included in it, albeit they are not the only ones.

Tesco has a fantastic logo that uses colour well. Because physical businesses offer well-categorized items and are easy to browse, customers can find what they're looking for with ease. The Tesco website is also very user-friendly and has a fantastic look.

(M. Rahman (2017).)



Source : www.tesco.com



Source : [Questor: Tesco is quietly transforming itself – and investors don't seem to have noticed. Buy \(telegraph.co.uk\)](https://www.telegraph.co.uk/business/2017/03/28/tesco-is-quietly-transforming-itself-and-investors-dont-seem-to-have-noticed/)

4.3. Segmentation, Targeting and Positioning for Tesco.



Source : [STP Marketing Analysis: Segmentation, Targeting, Positioning | Sender](#)

1) Segmentation :-

There are several subcategories of segmentation, including psychographic, geographic, and demographic segmentations.

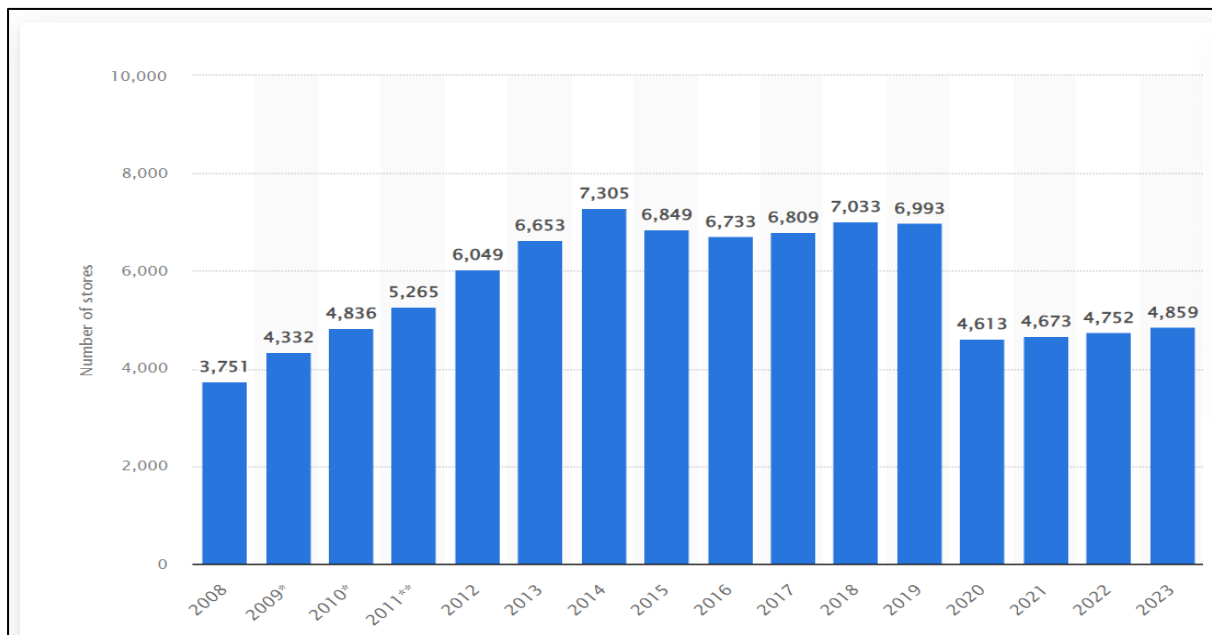
➤ Demographic segmentation :-

The technique of dividing the mass market into smaller groups and segments based on attributes including age, life cycle stage, gender, income, occupation, ethnicity, religion, and generation is known as demographic segmentation. Tesco should segment its client base based on the income and life cycle stage of potential customers, since these two characteristics are key indicators of demographic differences and indicate that Tesco's products provide a superior value proposition.

➤ Geographic segmentation :-

Geographic segmentation is the process of breaking down a market into different geographic groups, such as countries, continents, states, cities, and neighbourhoods. Tesco finds that regional segmentation works incredibly effectively in foreign markets since potential customers there have a diversity of administrative settings and cultural preferences. (Pro, E. (n.d.).). As of 2023, there were 4,859 Tesco stores operational worldwide, including franchise sites. The UK

is home to more than 3,700 of the total number of outlets. Below chart shows the Tesco's stores available across the world from year 2008 to 2023. (Bedford, E. (2023)).



Source : [Tesco's global number of stores 2023 | Statista](#)

2) Targeting :-

One may categorise targeting tactics into three groups: 1) Undifferentiated marketing, 2) Differentiated marketing, and 3) Concentrated marketing methods.

Tesco utilises undifferentiated marketing strategy as Tesco covers whole market.

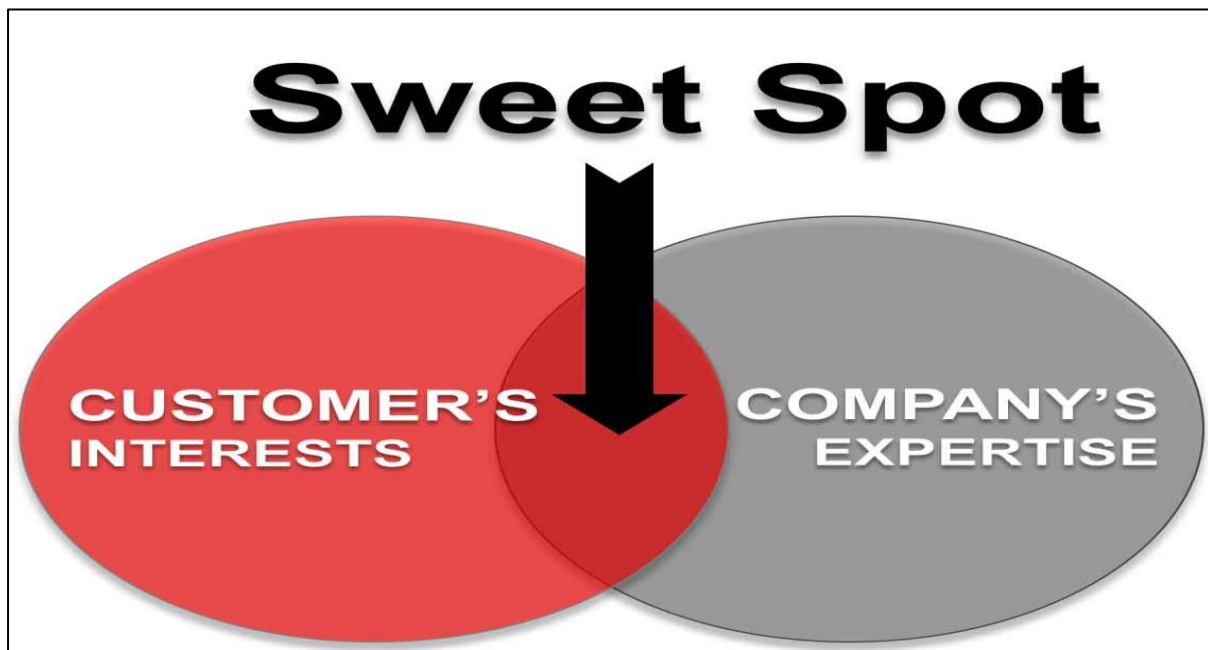
3) Positioning :-



Source : Self Developed

Accurately presenting brand and value proposition is essential to success in the competitive market of today. Tesco must arrange its items so that they project a clear image and serve as a point of reference for the goods and services in the eyes of the consumer. Brand positioning and product distinctiveness are becoming more and more crucial as the retail (grocery) industry reduces production costs and gains direct access to consumers through e-commerce and other online retailing strategies. (Pro, E. (n.d.).).

4.4. Sweet Spot of Tesco

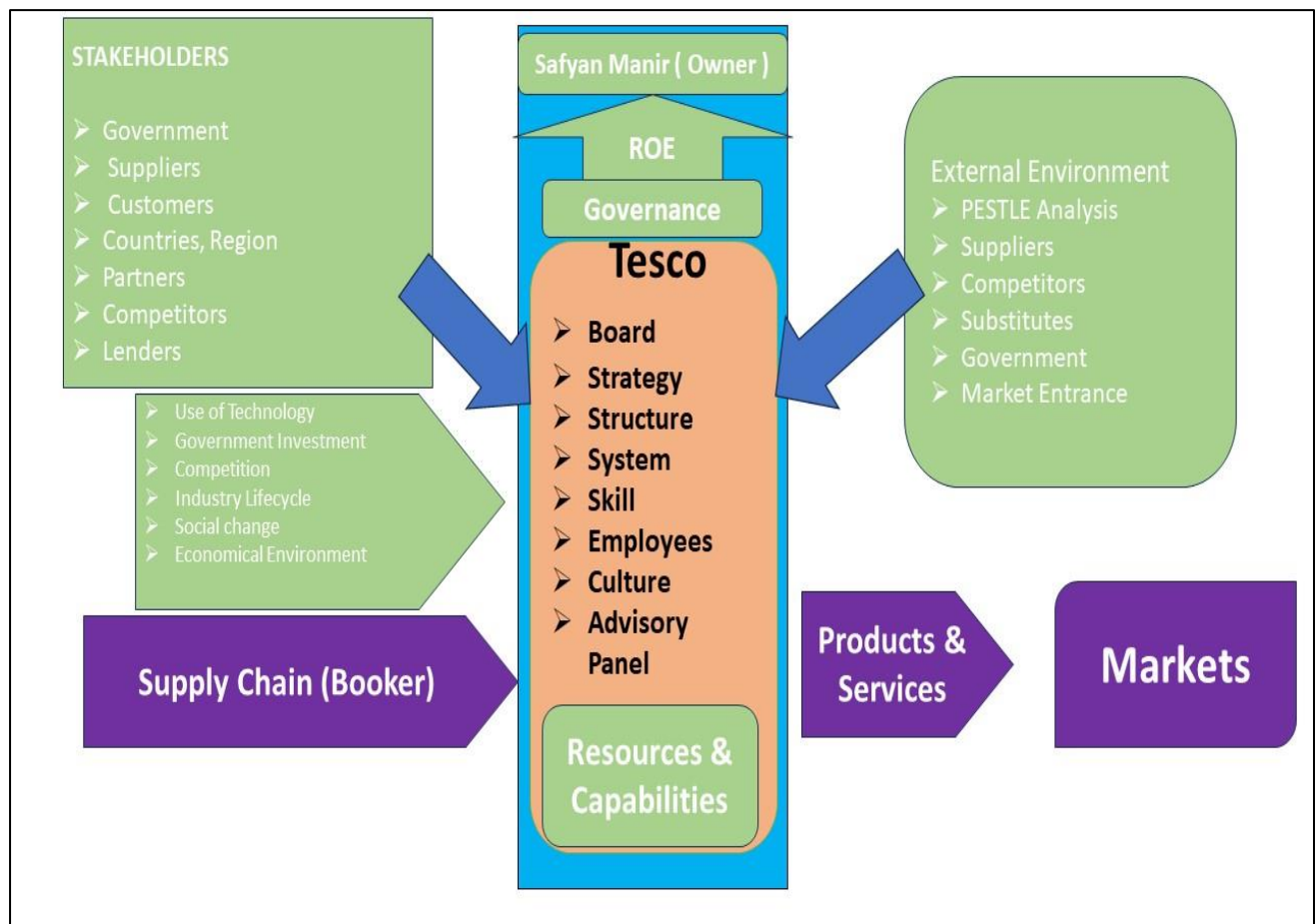


Source : Self Developed

The area where your brand's perspective and your audience's interests intersect thematically is known as the "sweet spot." It is in the topics or concepts that you and the audience you are seeking to reach will have common ground. (Ritchie, J. (n.d.)).

For the past few years, Tesco has been the biggest and best supermarket in the UK thanks to its excellent stores, first-rate customer support, and extensive product selection. Tesco started offering customers who requested it special in-store customer care. They also developed high-profile campaigns like "One in front," which suggests that if there is a large line, open a new checkout and utilise a customer assistant to assist customers. These strategy encourage the store to become the largest while also assisting in lowering key grievance matters in the minds of customers. Tesco identify the customer's requirement and try to provide required products to the customer at competitive price with greatest quality. (MD ANHAR SHARIF MOLLAH (2014)).

5. Analysis of Internal and External Structural Flows of Tesco



Source : Self Developed

Achieving long-term prosperity for the company and long-term profits for shareholders is the Board's aim. The Board must establish the company's strategic objectives and make sure that all of the financial and human resources are allocated where they are needed in order to achieve it. Additionally, To be able to respond to them, they must be aware of the management's performance in delivering as well as the needs of its shareholders. In addition, the Board conducts an annual effectiveness review.

They wish to maintain strict corporate governance guidelines. They guarantee an open and transparent decision-making process and welcome conversations and constructive criticism.

The Board spends a significant amount of time talking about talent and succession planning.



The purpose of pay is to provide shareholders with long-term, sustainable profits while establishing a fair and balanced compensation plan based on the accomplishment of their primary strategic objectives.

Tesco views culture as a fundamental component of their company. In order to be able to develop and satisfy their demands, they want to create a culture in which their stakeholders are acknowledged.

Tesco has become a member of the 30% Club, an initiative that seeks to increase the proportion of women in senior leadership roles and on boards to 30%. In order to help guide their inclusion agenda, they have also established an External Advisory Panel and implemented an inclusion strategy.

Customers are their primary concern. Since increasing sales would benefit them, they want to give it their all for them. They will be able to reinvest the increased sales in enhancing the shopping experience.

Tesco's efforts to provide a bit better service each day are reflected in the continuously increasing customer feedback. On an 11-point scale, admirers (those scoring 9–10 out of 10) minus critics (those rating 0–6) equals the Group Net Promoter Score, which they increased by 5 points in 2017–2018 compared to the previous year. 2017–2018: 12 points, compared to 7 points in 2016–2017. Customers are therefore returning time and time again to Tesco in addition to recommending it.

Additionally, their coworkers endorse them as a fantastic location to shop in addition to a terrific place to work. With more than 6900 locations worldwide and 440000 coworkers, they serve millions of consumers each week both in-store and online and do around 80 million shopping trips.

Tesco uses a variety of ways to reach customers and deliver the finest products. They run both large and small businesses in addition to being online. Tesco has benefited from new channels, such as Business Centres and delivered wholesale, thanks to the Booker acquisition. Tesco has been able to adjust its operations to this new era of retailing thanks in part to its multichannel approach.

(Maria Sallent, Nerea Pérez, Paula Valenzuela; (2018)).

Part :- 2

6. Role of Machine Learning and Artificial Intelligence in Digital Marketing

A particular field of artificial intelligence called "machine learning" is concerned with creating statistical models and algorithms that let computers acquire knowledge and make decisions on their own without the need for explicit programming. Machine learning algorithms are engineered to autonomously assimilate information, detect trends, and arrive at well-informed conclusions or forecasts. To glean insights from massive datasets, they depend on mathematical models and statistical approaches.

Machine learning in digital marketing: Machine learning in digital marketing is the technique that generates algorithms that let computers learn from data and get better at what they do without the need for explicit programming. Historical information about customers may be analysed by ML systems to find patterns, preferences, and behaviour.



Source : [Application of machine learning in marketing – Statswork](#)

They may then use this information to forecast future customer behaviour, personalise content, and optimise marketing efforts. Digital marketing frequently makes use of machine learning (ML) techniques including recommendation systems, regression, clustering, and classification. Digital marketers may use AI and ML to automate tedious processes, improve customer experiences, optimise advertising campaigns, and take advantage of data-driven insights. With the use

of these technologies, marketers may get better outcomes in the digital sphere, supply personalised content, increase targeting accuracy, and make smarter selections. AI and ML have a wide range of effects on digital marketing tactics. Among the main areas of influence is customization. In order to provide individualised content, suggestions, and offers, marketers may examine enormous volumes of consumer data, including demographics, preferences, and online behaviours, with the help of AI and ML. Businesses can build more relevant and engaging experiences for their target audience with this degree of customisation, which boosts customer satisfaction and improves conversion rates. Through targeted advertising, businesses may optimise their advertising tactics with the help of AI and ML. Through the examination of consumer behaviour patterns and preferences, these technologies assist in determining the most pertinent audience groups for certain campaigns.

Additionally essential to the optimisation of the client experience are AI and ML. Businesses may find areas for improvement and pain spots in the customer journey by examining interaction data, sentiment analysis, and customer feedback. Chatbots and virtual assistants driven by AI have the capacity to offer real-time assistance, respond to client inquiries, and raise client satisfaction levels. Even if AI and ML have a big influence on digital marketing tactics, ethical issues and constraints must be taken into account. To guarantee the appropriate and moral application of new technologies, concerns including data privacy, algorithmic biases, and transparency must be carefully considered. Digital marketing techniques have been significantly impacted by AI and ML. They provide marketers the ability to take advantage of data-driven insights, provide individualised experiences, maximise advertising expenditures, and raise client satisfaction levels all around. Businesses which adopt and successfully use AI and ML technologies are likely to gain a competitive edge in the always changing digital world as these technologies continue to advance.

(Chaitanya, K., Saha, G.C., Saha, H., Acharya, S. and Singla, M. (2023)).

6.1. Customer Segmentation in Machine Learning

A wide range of methods that are effective in segmenting customers are provided by machine learning.

The technique of dividing a customer base into groups according to common characteristics is known as customer segmentation. By using a range of unique consumer qualities, customer segmentation may assist businesses in developing marketing strategies, identifying trends, organising advertising campaigns, developing new products, and providing relevant items. Messages from individuals may be made more successfully to reach their intended audiences by using customer segmentation. To achieve its goals, a business can focus its marketing efforts and resources on its most valued and loyal consumers by taking into account their demographics, hobbies, patterns, or geography; other factors that may be relevant include age, sex, income, lifestyle, and previous purchase histories. Choosing how to approach each type of consumers to maximise their profit to the business is the aim of customer segmentation. (S. M. Nabeel Mustafa, A. Akhtar, J. T. Peter Noronha, M. Salman and M. A. Baig (2023)).

Machine Learning (ML) methods are the most efficient algorithms for consumer segmentation. A variety of supervised techniques for classification are provided by machine learning. Machine learning algorithms analysis the customer data on various platforms and generate the customer segmentation. There are various machine learning algorithms are used for customer segmentation such as :- Support vector Machine (SVC), Logistics Regression, KNearest Neighbors, Decision Tree, Random Forest, AdaBoost Classifier and Gradient Boosting Classifier. (S. M. Nabeel Mustafa, A. Akhtar, J. T. Peter Noronha, M. Salman and M. A. Baig (2023)).

6.2. Implementation of Machine Learning at Tesco

Tesco, the biggest food retailer in the UK, has a history of being a leader in data and technology. The supermarket can overcome a range of obstacles, from competing with more established brands to adapting to changing consumer tastes, by leveraging the latest data and sophisticated analytics. One aspect of operations where data is crucial is sales forecasting. Using customer behaviour models has shown some unexpected findings. According to Tesco's head of forecasting and analytics, Mike Moss, "it can be something like how will people shop in a store over a week? And not just how they shop in each store - but how they shop for each product." (Marr, B. (2016.)).

Tesco utilise various AI software as per mention below.

All

SaaS | Enterprise Apps

PaaS

IaaS

AI, ML, IoT And Blockchain

Vendor	Old Product	New Product	Category	Market	VAR/SI	When	Live
Verint Systems	Legacy Apps	Verint Messaging (formerly Conversocial)	Chatbots and Conversational AI	Artificial Intelligence	Subscribe	2018	2018
Subscribe	Subscribe	Subscribe	Chatbots and Conversational AI	Artificial Intelligence	Subscribe	2012	2012
Subscribe	Subscribe	Subscribe	Speech Recognition AI	Artificial Intelligence	Subscribe	2012	2012

Source : World, A.R.T. (n.d.).

7. Analysing the Applications of Machine Learning in Digital Marketing to Maximize ROI and ROS

Managing a deluge of data, ranging from SEO analytics to user engagement metrics and conversion rates, is a daily task for digital marketers. In this case, ML plays a crucial role. By automating data processing and analysis, it can increase productivity and yield in-depth insights that could otherwise elude human inspection. Every campaign has to be monitored by a digital marketer, who will record key performance metrics such as click-through rates, bounce rates, and conversions. These campaigns may be monitored by an ML system, which can quickly identify trends, anomalies, and patterns. With keywords like "AI in marketing" and "SEO automation," "Machine Learning in Digital Marketing" attracted a lot of traffic. With these kinds of keywords, a trained model ought to be able to forecast how well a related blog post will do.

The capacity to forecast the future might result in more focused content and keyword strategies that raise the possibility of drawing in relevant visitors and boost return on investment (ROI). (Scaduto, D. (2023).). ROI's near relative is ROAS. ROAS looks at the return of a specific campaign component rather of the campaign as a whole. Machine learning has affected digital marketing in various ways. Machine learning is also useful to improve return of investment (ROI) and Return on ad spend (ROAS) in digital marketing by various ways.

Enhanced programmatic bidding :- The bids and ad impressions that provide the highest revenue per dollar may be identified by sophisticated machine learning algorithms. For instance, using tactics with greater conversion rates, Google's Smart Bidding tool optimises auctions in real time.



Source : [Programmatic Advertising 101: Guide to programmatic advertising \(choozle.com\)](https://choozle.com/programmatic-advertising-101-guide/)

Audience segmentation :- Platforms for machine learning examine a multitude of factors to customise ads for various user types. These variables include click inclination, session length, browsing history, in-app behaviour, and geographic location. Then, a technology puts visitors into cohorts so you may send the most enticing offers to them.

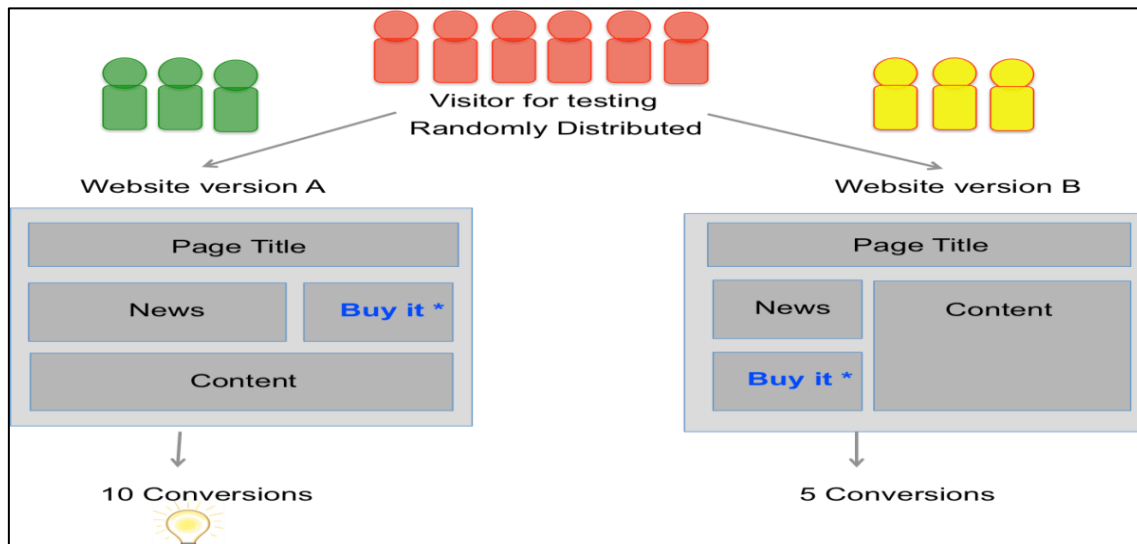
User experience optimization :- A strong return on investment from marketing expenditures is not just dependent on user experience. For instance, a website's page speed affects both its search engine ranking and conversion rate.

To optimise your website performance, you may use machine learning technologies such as Page Speed Insights or Thor Render Engine to optimise the HTML structure, media, and design.

(Vahan Zakaryan (2022)).

Dynamic Pricing :- Dynamic pricing is a pricing strategy wherein businesses determine variable costs for goods or services largely in response to emerging market needs. The aim of dynamic pricing is to figure out the best selling prices for goods or services, factoring in the fact that costs might change entirely depending on demand, availability, and seasonality. Machine learning adjusts the prices in line with inventories left, and Demand response observed, customer behaviour to maximize sales, return of investment and ROS. (Waheeda Dhokley, E., Amin, S., Gani, U., Ansari, U., Rumani, S., Shaikh, K. and Student, B. (2020).

Utilize A/B Testing :- An effective methodology such as A/B testing can help identify the most successful approaches, message, or creative elements. By maximising click-through rates, conversion rates, and other KPIs, it raises return on investment.



Source : [Guide to A/B testing – Tech Blog \(zombiesoftwares.com\)](https://zombiesoftwares.com/guide-to-a-b-testing/)

The recommended practises for A/B testing include setting up tests with well defined goals and keeping an eye on the appropriate metrics. Using the results of A/B tests, you may enhance marketing elements, boost ROI, and make data-driven choices.

Focus on the User Experience :- For organisations, offering a top-notch customer experience on all digital platforms is crucial. Positive user experience leads to increased engagement, conversions, customer happiness, and return on investment. User experience optimisation includes using personalization, ensuring mobile compatibility, and improving website usability. Prioritising user experience will maximise return on investment since it engages users, promotes conversions, and cultivates enduring customer relationships.

(Ene Ayegba (2023)).

Recommendation

- 1. Inventory Optimization :-** Utilise AI to forecast demand changes, optimise inventory levels, and avoid stockouts or overstock.
- 2. Supply Chain Optimization :-** Streamline the supply chain to guarantee product availability and on-time delivery.
 - Make use of technology to estimate demand and manage inventories.
- 3. Innovative Technology :-** Investigate cutting-edge technology such as augmented reality to improve customer shopping experience.
 - Always innovate in the digital sphere to keep ahead of developments in the sector.
- 4. Energy Management :-** Install AI-driven energy management systems in retail spaces to optimise energy use and cut expenses.
- 5. Dynamic Pricing :-** Make dynamic pricing adjustments depending on rival pricing, demand, and other pertinent variables by utilising machine learning algorithms.

Conclusion

As a major participant in the retail industry, Tesco has demonstrated a dedication to satisfying consumer demands by offering a wide variety of items and creative promotional approaches. the evaluation of its information architecture, practical strategy, alignment with market trends, and changing client preferences. Tesco makes use of a variety of digital assets and channels for advertising themselves. With its unmatched capacity to identify consumer behaviour, optimise tactics, and maximise profits, machine learning is a game-changer in the field of digital marketing.. The use of machine learning in digital marketing will demonstrate the future as companies continue to champion the era of data-driven decision-making.

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