

MAY 2026



MARS UNITED
COMMERCE



SPECIAL REPORT

RETAIL MEDIA REPORT CARD: *Europe*

A universal tool for effective cross-network evaluation

INTRODUCTION

Retail media ad spending in Europe is projected to continue growing more than 20% annually to reach €31 billion by 2028 (per IAB Europe). The practice has evolved from an experimental advertising channel less than a decade ago into a core commercial lever embedded into joint business planning, distribution negotiations, and media transformation agendas across the region.

As the investment scales, the primary risk is no longer underspending but misallocation caused by a fragmented marketplace, inconsistent measurement frameworks, and unclear internal ownership at brand organisations.

Successfully overcoming the challenges of misallocation requires three fundamentals: strategic selectivity, disciplined evaluation, and commercial governance. Not every retailer warrants strategic partnership status, not every capability should be scaled, and not every reported result should be accepted without gaining additional independent verification.

This Retail Media Report Card informs executive decision-making by providing clarity for three critical questions: where can retail media strengthen core retailer relationships, where can it deliver proven incremental return, and where does spend require tighter control? It is designed to help leadership teams move from opportunistic buying to deliberate, confident investment.



The Retail Media Landscape: The Shifts Shaping Investment

Retail media in Europe has entered a new phase structurally. Networks are scaling CTV and other offsite activation, digitising in-store environments, and enabling self-service buying with increasingly sophisticated measurement. These developments have expanded the opportunities but also the complexity, cost, and executional risks. The challenge for brands is no longer access but control. Publicis Commerce has identified three key shifts that should directly inform how advertisers now approach their retail media investments.

1. Retail media is tightly integrated with brand media planning

Offsite display, social integration, and programmatic activation have become standard across retail media networks. Increasingly, networks are extending into CTV through partnerships with streaming services and ad tech firms that enable retailer first-party audiences to be activated well beyond owned platforms. This expansion fundamentally changes planning dynamics because retail media now intersects with broader video, brand, and performance strategies and can no longer be planned in isolation. Without clear governance, brands risk duplicating investment, losing control of data rights, and scaling activity faster than measurement maturity accommodates.

2. In-store digitalisation is a revenue engine, not a media channel

Retailers are rapidly monetising in-store environments through DOOH networks, shelf-edge screens, checkout placements, scan-as-you-shop offers, and enhanced brand stores. These formats can influence basket size, conversion, and availability, not just awareness. In-store media intersects directly with product distribution, pricing, and trade terms. Treating it as a conventional media channel undervalues its commercial impact and weakens the brand's negotiating leverage.

In-store investment should therefore be evaluated against sales uplift, basket impact, and POS integration rather than impressions. For many product categories, this is where retail media most directly affects revenue and margin. The channel's potential will only grow as programmatic trading comes to in-store environments, enabling dynamically targeted, real-time creative across physical retail networks. This will be increasingly informed by AI-driven signals such as stock levels, dwell time, and purchase propensity. Brands that build familiarity now will be better placed to capitalise when that infrastructure arrives at scale.

3. Self-service, measurement, and automation are the new baseline

Self-service buying, clean-room environments, closed-loop reporting, and structured lift testing at scale are rapidly becoming baseline expectations. Artificial intelligence is accelerating this further, enhancing creative versioning, search optimisation, and audience recommendations but also enabling the emergence of agentic commerce, where automated systems make real-time buying, bidding, and optimisation decisions with minimal human intervention. Networks that combine speed of activation with pricing transparency and validated incrementality will capture a disproportionate share of investments. Brands should demand proof, not promises, before committing budget.

The strategic implication: portfolio thinking is essential

Retail media is now inherently multi-dimensional. Brands must balance scale, exclusivity, measurability, and speed — and few networks consistently deliver across all four requirements. Publicis Commerce advises moving away from opportunistic buying toward structured partner segmentation, supported by consistent evaluation and executive oversight applied where the commercial impact will be greatest.

WHAT IS *Retail Media?*

Definition: Any omnichannel media touchpoint bought directly from a retail media network.

“Retail media networks” allow brands and merchants to reach shoppers with messages about products and services throughout their buying journey, through a variety of owned and external engagement channels including onsite, offsite, in-store, and out of home.

These networks use first-party shopper data to facilitate informed audience targeting and closed-loop attribution that enables more informed, data-driven campaign planning, execution, and measurement for brand advertisers. Examples of Retail media networks include retailers operating in categories such as Grocery, Beauty, Fashion, DIY, Electronics, and Home.

“Commerce media networks” include retail media networks but also a broader range of consumer service providers across such sectors as travel and mobility, payment, food delivery, and classifieds. These networks similarly use first-party customer data and closed-loop measurement to give advertisers well-informed advertising opportunities across a variety of engagement channels.



Effective retail media investment begins with a structured approach to partner selection.

3

criteria should guide every evaluation.

HOW TO PICK THE RIGHT

Retail Media Partners

1. Strategic Fit:

Start with the Commercial Relationship

Assess each retail media network in the context of your broader retailer relationship and joint business priorities. Retail media is now embedded within endemic brand-retailer dynamics; it should reinforce the full partnership and not operate independently of commercial strategy. Prioritise partners that strengthen distribution and availability; support JBP and commercial objectives; unlock promotional, shelf, or merchandising advantage; and provide differentiated access to high-value shopper segments.

2. Capability Assessment:

Compare Networks Objectively

Evaluate networks consistently across a defined set of Key Performance Areas: **Targeting, Measurement & Reporting, Media Opportunities, Innovation, and Partnership**. This Report Card compiles key components of these capabilities into a comparable framework that can enable brands to identify table-stakes requirements, strengths, and gaps; assign spending tiers (such as Strategic, Tactical, and Test);

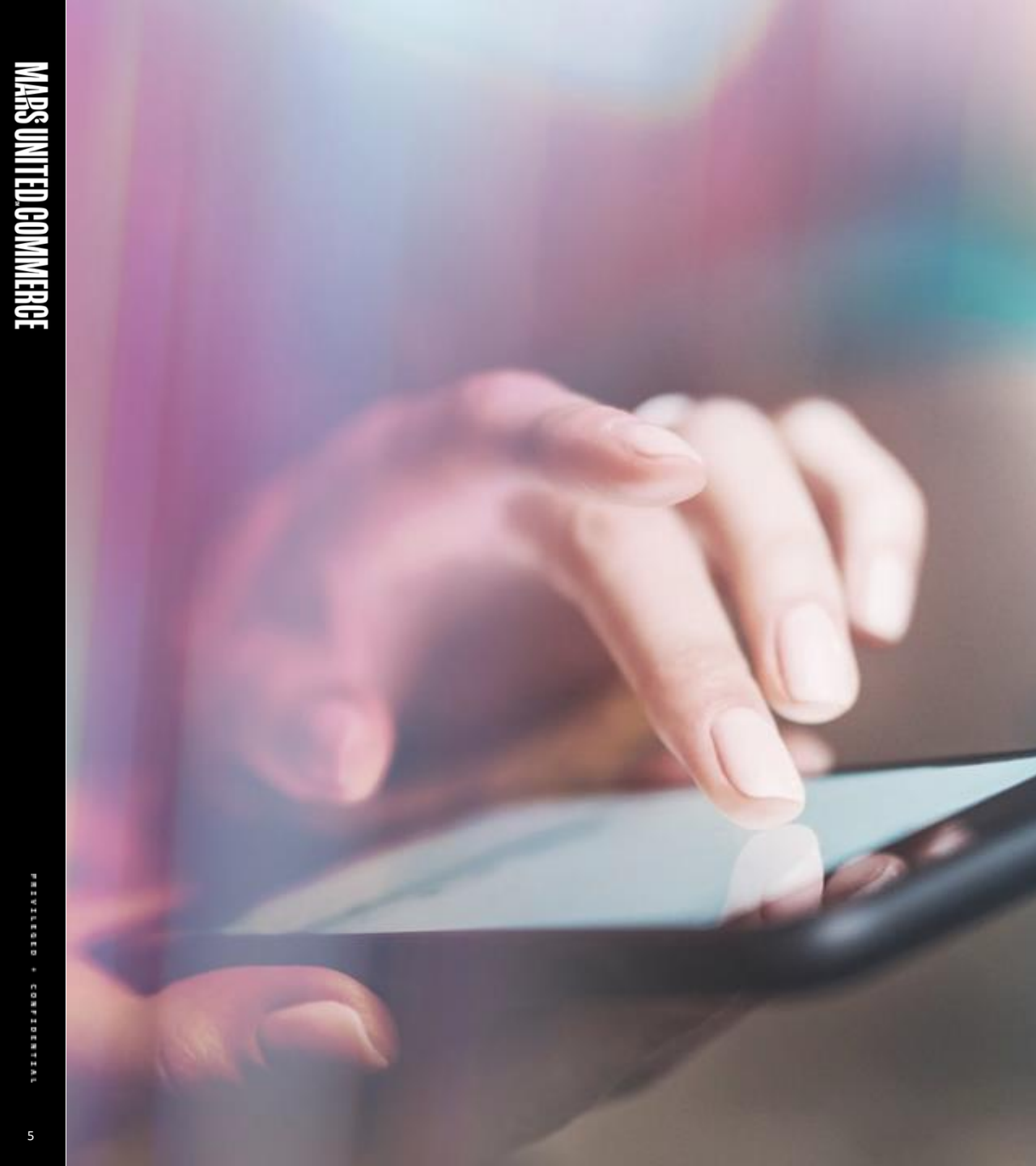
and prioritise tactics (like onsite search, CTV, or in-store DOOH) based on defined KPIs. This ensures investment decisions are grounded in evidence rather than simply scale or market perception.

3. Incremental Opportunity:

Look Beyond the Scorecard

Evaluate material sources of value that can amplify the ultimate ROI but may not be captured in the capability review, including access to seasonal tentpoles and co-marketing opportunities, loyalty and CRM integration, deeper creative or data collaboration, or non-endemic audience access. The ability to gain incremental impact from these factors should carry weight in final partnership decisions.

Effective retail media investment requires portfolio thinking. Use Strategic Fit to determine long-term investment priorities, Capability Assessments to guide tactical allocation, and Incremental Opportunities to optimise return. Apply clear measurement gates and governance to scale spend with confidence.



USING THE *Report Card*

Mars United and Publicis Commerce evaluate retail media capabilities on behalf of our clients. For this report we have taken 104 criteria for evaluation that can be grouped into five Key Performance Areas.

The specific criteria for each Key Performance Area reflect tangible capabilities, services, and offerings, such as the network's ability to customise the audience for targeted campaigns; provide access to accurate, detailed sales data; and leverage both sets of data to advertise through social media channels. Additional information about each network's capabilities can be found in the One Pager individual profiles starting on page 19. Please refer to the Glossary at the end of this report for definitions of key criteria.

USING THE *Report Card*

5 KEY PERFORMANCE AREAS

1_TARGETING

How robust is the network's addressable audience? How sophisticated is its ability to engage with specific shopper segments? Does it allow targeting beyond its own platforms? We evaluate each network's Targeting capabilities based on 16 criteria ranging from audience scale to conquering opportunities.

2_MEASUREMENT & REPORTING

What is the level of data transparency and reporting sophistication for campaign results? Does the network provide access to customer and sales data? Can it distinguish between online and offline sales? We evaluate each network's Measurement & Reporting capabilities based on 21 criteria ranging from programmatic sales measurement to custom analysis.

3_MEDIA OPPORTUNITIES

How well does the network connect with shoppers along the path to purchase, both onsite and across the digital landscape? Is it offering in-store and out-of-home placements along with digital media? We evaluate each network's Media Opportunities across 38 potential touchpoints ranging from onsite search to social platforms to in-store radio.

4_INNOVATION

Does the network consistently develop next-level media opportunities incorporating new tools and technologies? Is it keeping pace with evolving shopper demands? We evaluate each network's Innovation strengths based on 15 criteria ranging from self-service campaign management to generative AI search.

5_PARTNERSHIP

Does the media investment unlock other opportunities with the retailer? Does it satisfy broader vendor commitments? Does the network provide creative flexibility? We evaluate each network's Partnership strengths based on 14 criteria ranging from training programmes to JBP opportunities.

Note: The information in this Report Card is provided by the retail media networks themselves, with additional assessments applied as needed from the Publicis Commerce perspective. The report is intended to provide directional performance criteria to assist brand planning, not a definitive or comparative rating of these networks.

RETAIL MEDIA *Table Stakes*

Through our deep experience helping clients navigate the retail media landscape, as well as the partnerships we've established with the networks themselves, we have identified the following fundamentals as the most important Table Stakes needed to help brands maximise their marketing activity. Brands should expect networks to provide these tools and capabilities.

Robust audience targeting:

The ability to segment the retailer's shopper audience into distinct target groups to drive efficiencies and achieve specific business goals.

Measurement:

Access to robust, sophisticated data that can measure incremental sales growth and other metrics to accurately evaluate performance against business objectives.

Self-service/Automation:

The ability to manage campaigns directly through self-service tools rather than working through a retailer-provided service.

Platform integration:

The ability for advertisers to use the retailer's first-party data to develop programs through an internal or third-party demand side platform.

Reach/Unique audience:

Despite all the unique benefits, retail media is still an advertising opportunity. If networks can't deliver volume (either in sheer numbers or market share), they need to offer a unique audience that advertisers can't easily reach elsewhere.

Offsite opportunities:

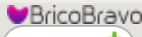
Access to the retailer's first-party data for targeting through social media, entertainment platforms, and other third-party sources as a means of driving traffic and sales.

Transparency:

Above all else, networks should strive for complete transparency in both their data sharing and their general ways of working with advertising partners.

EVALUATED RETAIL *Media Networks*

In this fifth edition of the Retail Media Report Card: Europe, we cover 21 networks that span cross-European platforms and significant players in seven key markets.

MARKET		NETWORK	RETAILERS
EUROPE			
EUROPE	NEW		
EUROPE			
EUROPE	NEW		
EUROPE	NEW	Uber Advertising	Uber Uber Eats
EUROPE			  30 total retailer partners
EUROPE			   +16 additional retailer partners
EUROPE			  150,000+ merchants globally  
FRANCE			
GERMANY			  
ITALY			       10 total retailer partners  

EVALUATED RETAIL *Media Networks*

In this fifth edition of the Retail Media Report Card: Europe, we cover 21 networks that span cross-European platforms and significant players in seven key markets.

MARKET	NETWORK	RETAILERS
PORTUGAL	 RETAIL MEDIA SOLUTIONS	  
SPAIN	 RETAIL MEDIA OPTIMIZATION	    +11 additional retailer partners
TURKEY		 +9 additional retailer partners
UK		
UK		
UK		 
UK	 Part of the ASDA Group	
UK	 	
UK		 
UK	 Powered by dunhumby	

WELCOME

to the New Featured Retail Media Networks



Deliveroo Media

Deliveroo is one of the UK's leading on-demand delivery platforms. Deliveroo Media, powered by SMG, is designed to create measurable value for advertisers, a seamless experience for consumers, and meaningful commercial impact for retail and restaurant partners.

Deliveroo Media's proposition enables both endemic and non-endemic brands to connect with engaged audiences at high-intent moments throughout the purchase journey.



Morrisons Media Group

Morrisons Media Group (MMG) provides brands with access to the full range of media opportunities available across one of the UK's largest supermarket chains, enabling more effective achievement of campaign objectives.

By integrating Morrisons' first-party customer data with specialist planning and media expertise, MMG develops tailored campaigns built around a deep understanding of shopper behaviour and purchase intent.

Uber Advertising

Uber Advertising

Uber Advertising is Uber's global advertising platform, connecting brands with consumers across both their ride-hailing and delivery journeys.

Leveraging Uber's first-party data, the platform offers a range of formats spanning in-app, journey-based, and offsite placements, supported by closed-loop measurement. This helps advertisers drive awareness, engagement, and measurable commercial outcomes at moments of real-world consumer activity.



MediaMarktSaturn

MediaMarktSaturn is Europe's leading consumer electronics retailer and operates a large-scale retail media network that connects brands with shoppers across high-intent electronics purchase journeys, both online and in-store.

Leveraging rich first-party shopper and sales data, its retail media offering spans onsite sponsored placements, offsite activation, and in-store media, supported by closed-loop measurement. This enables advertisers to drive consideration and conversion at key moments in the decision-making process.

ASSESSMENT *Updates*

MAY 2026

CAPABILITY UPDATES

A roundup of the key additions that networks made to their capabilities and offerings since our last Report Card. (These capabilities are identified in the Key Performance Area charts with the green dot shown above.)

Douglas Marketing Solutions

Ceiling/High-Visibility Digital Screens
Checkout/Till Screens
In-Store Sampling
Livestream Shopping
Retailer-Level JBP Integration
Agency Partnerships

Unlimitail

Custom 1P Audiences

Valiuz Adz

Audience Growth
Viewability/Fraud Transparency (through a DSP)
Media Mix Modelling
TikTok
In-Store Digital Signage
Store Takeover
AI Content Generator

ConsoRegie

Managed Service Brand Store

REWE Group Retail Media Connect

Ceiling/High-Visibility Digital Screens
In-Aisle/Shelf-Edge Digital Signs
Electric Vehicle Charging Station

Retailor Media

Closed-Loop Attributed Sales & ROAS
Sales Lift & ROAS (True incrementality)
Publication/Circular
In-Store Opportunity Leverage

Endless Retail Media Solutions

Viewability/Fraud Transparency (through a DSP)
Scan As You Shop
Self-Service Programmatic

Mimeda

In-Aisle/Shelf-Edge Digital Signs
Checkout/Till Screens

LS Eleven Media Services

Competitive Conquesting
Custom 1P Audiences
Science-Led Predictive Audiences
Clean Room/Brand Audience Ingestion

Nectar360

Media Mix Modelling
Scan As You Shop
Augmented/Virtual Reality
Electric Vehicle Charging Station

Tesco Media and Insight Platform

Audience Segment Granularity

●●● Targeting Criteria

“Table Stakes” core criteria that all networks should offer

Table Stakes Amazon Ads Douglas Marketing Solutions Unlimitail Valiuz Adz Wolt Ads Conso Regie REWE Retail Media Connect Retailor Media Endless Retail Media Solutions REETMO Mimedia Boots Media Group Currys Connected Media JLP Insights and Media LS Eleven Media Services Nectar 360 Tesco Media Deliveroo Media Media Markt Saturn Morrisons Media Group Uber Ads

Audience Scale (10M+ shoppers)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●
Audience Growth (10%+ YOY)			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●
Purchase-Based Targeting (First-part data)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Keyword Targeting (Search)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Geo-Targeting (Post code or store-level)	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Behavioural Targeting (e.g., Browsing behaviour)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Contextual Targeting (e.g., Site placement/location)	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Demographic Targeting	●	●	●	●	●	●	●		●	●	●	●	●		●	●	●	●	●	●	●	●
Competitive Conquesting		●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●			●	●
Templated Audience Segments (e.g., Millennial Mums)	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Custom 1P Audiences (Unique “from scratch” segmentation via managed service)	●	●	●	●		●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●
Science-Led Predictive Audiences (Across select channels)		●	●	●		●		●	●	●	●	●	●	●	●	●	●	●				●
Clean Room/ Brand Audience Ingestion		●		●	●	●			●		●	●	●		●	●	●	●				
Retargeting/ Site Pixeling		●	●	●		●		●	●	●	●	●	●	●	●		●	●		●	●	
Retailer- or Banner-Specific Targeting	●			●		●			●	●	●	●	●	●	●		●	●	●	●		●
NEW Audience Segment Granularity		●	●	●	●		●		●	●	●	●	●	●		●		●	●		●	●

✦ = Offsite only

NEW NEW NEW NEW

● ●
● ●

“Table
Stakes”
core
criteria
that all
networks
should
offer

● ● ●

✦ = Offsite only

MEDIA OPPORTUNITIES

ONSITE & OFFSITE

“Table Stakes” core criteria that all networks should offer



Media Opportunities:
Onsite & Offsite

Media Opportunities: Onsite & Offsite		Table Stakes	Amazon Ads	Douglas Marketing Solutions	Unlimitail	Valiuz Adz	Wolt Ads	Conso Regie	REWE Retail Media Connect	Retailor Media	Endless Retail Media Solutions	REETMO	Mimeda	Boots Media Group	Currys Connected Media	JLP Insights and Media	LS Eleven Media Services	Nectar 360	Tesco Media	Deliveroo Media	Media Markt Saturn	Morrisons Media Group	Uber Ads	
NEW	Onsite Search: In-Grid Sponsored Products (Managed service)			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
NEW	Onsite Search: In-Grid Sponsored Products (Self-service)		●	●	●		●	●	●				●	●	●		●	●	●	●	●	●	●	
NEW	Onsite Search: Search Banners (Managed service)			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	
NEW	Onsite Search: Search Banners (Self-service)		●	●	●		●		●				●	●	●		●	●	●		●	●	●	
	Offsite Search (e.g., Google)			●	●		●			●	●	●	●	●		●		●	●		●			
NEW	Onsite Display (Managed service)		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
NEW	Onsite Display (Self-service)	●	●	●	●		●	●	●				●	●			●	●	●				●	
	Offsite Display (Managed service)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
	Email (Brand-sponsored spot or stand-alone)	●		●			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Publication/Circular (Print or digital)				●		●				●	●	●	●	●		●	●	●	●	●	●		
	Mobile App Integration	●	●	●	●			●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	
	YouTube	●		●	●	●	●	●	●		●	●	●	●	●	●		●			●			
	Meta: Facebook	●		●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●		
	Meta: Instagram			●	●	●	●	●	●		●	●	●	●		●	●	●	●	●	●	●		
	Pinterest			●	●	●		●	●					●		●	●		●		●			
	TikTok	●		●	●	●						●	●	●		●	●	●			●	●		
	Snapchat	●			●	●	●	●						●		●					●			
	Social Influencers	●	●				●						●	●		●	●	●			●	●		
	CTV	●	●	●	●	●	●		●	●		●	●	●	●			●	●	●	●			
	Streaming Audio (e.g., Pandora)		●		●	●	●		●	●		●		●	●	●		●			●			
	Digital Sampling			●	●		●		●	●	●	●	●	●		●	●	●	●	●	●	●	●	
	Managed Service Brand Store	●			●	●	●		●	●	●	●		●			●	●	●	●	●	●	●	
	Self-Service Brand Store	●	●						●									●			NEW	NEW	NEW	NEW

“Table Stakes” core criteria that all networks should offer

Media Opportunities:
In-Store* & DOOH

	Table Stakes	Amazon Ads	Douglas Marketing Solutions	Unlimitail	Valiuz Adz	Wolt Ads	Conso Regie	REWE Retail Media Connect	Retailor Media	Endless Retail Media Solutions	REETMO	Mimeda	Boots Media Group	Currys Connected Media	JLP Insights and Media	LS Eleven Media Services	Nectar 360	Tesco Media	Deliveroo Media	Media Markt Saturn	Morrisons Media Group	Uber Ads
Digital Out of Home (DOOH)	●	●		●	●	●	●	●	●		●	●	●		●	●	●	●		●	●	
Foyer/Welcome Digital Screens*	●		●	●	●			●	●			●	●		●	●	●	●		●		
Ceiling/High-Visibility Digital Screens			●	●	●			●	●	●		●		●		●	●	●		●		
Digital Gondola Ends/End Caps*									●								●	●				
In-Aisle/Shelf-Edge Digital Signs*				●	●			●	●			●				●	●	●		●		
In-Store Digital Signage* (Other locations)	●		●	●	●			●	●	●	●	●	●			●	●	●		●	●	
Checkout/Till Screens			●	●	●			●	●	●		●				●	●	●			●	
Associate/Colleague Engagement				●					●			●				●	●				●	
Scan As You Shop (Ad-capable)				●					●	●		●				●	●	●			●	
In-Store POS (Non-digital media)	●			●				●		●		●	●		●	●	●	●		●	●	
In-Store Radio	●			●					●			●	●			●	●	●		●	●	
In-Store Sampling	●		●	●								●	●		●	●	●	●		●	●	
Targeting Across Multiple Formats				●				●		●		●	●			●	●	●				
Store Takeover				●	●				●			●	●			●	●	●			●	
Additional In-Store Digital Capabilities (e.g., Walking robot, conversational signage)	NEW							●	●			●										

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* All in-store digital touchpoints must be available in a minimum of 50 stores.

“Table
Stakes”
core
criteria
that all
networks
should
offer



Innovation Criteria		Table Stakes	Amazon Ads	Douglas Marketing Solutions	Unlimitail	Valiuz Adz	Wolt Ads	Conso Regie	REWE Retail Media Connect	Retailor Media	Endless Retail Media Solutions	REETMO	Mimeda	Boots Media Group	Currys Connected Media	JLP Insights and Media	LS Eleven Media Services	Nectar 360	Tesco Media	Deliveroo Media	Media Markt Saturn	Morrisons Media Group	Uber Ads
“Table Stakes” core criteria that all networks should offer	Self-Service Programmatic (DSP or PMP)	●	●		●		●		●				●	●		●	●	●	●		●		●
	Self-Service Audience Segmentation (Custom IP audiences)	●	●	●		●	●						●	●				●	●				●
	Self-Service Predictive Audiences	●		●	●								●	●			●	●	●				
	Self-Service Measurement/Reporting (Onsite display)	●	●	●	●	●	●		●				●	●		●	●	●	●				
	Self-Service Measurement/Reporting (Offsite)	●			●		●		●					●				●	●				
	Self-Service Measurement/Reporting (In-store media)	●	●											●		●	●	●	●			●	●
	Self-Service Media Insights		●	●	●		●						●	●				●	●			●	
	Shoppable Content				●		●		●	●		●	●					●			●		
	Augmented/Virtual Reality		●						●		●	●		●									●
	Livestream Shopping											●		●				●					
	1P Data Sharing with 3P Providers/Publishers	●	●	●	●	●	●		●			●	●	●				●	●				
	Dynamic Creative Optimisation/Personalisation		●		●		●		●	●		●	●	●							●		
	Generative AI Search		●										●					●	●				
	Electric Vehicle Charging Station		●																●				
	AI Content Generator																						

NEWNEWNEWNEW

PARTNERSHIP

“Table Stakes” core criteria that all networks should offer



Partnership Criteria

	Table Stakes	Amazon Ads	Douglas Marketing Solutions	Unlimitail	Valiuz Adz	Wolt Ads	Conso Regie	REWE Retail Media Connect	Retailor Media	Endless Retail Media Solutions	REETMO	Mimeda	Boots Media Group	Currys Connected Media	JLP Insights and Media	LS Eleven Media Services	Nectar 360	Tesco Media	Deliveroo Media	Media Markt Saturn	Morrisons Media Group	Uber Ads
JBP Process for Retail Media	●	●	●	●	●	●		●	●	●		●	●		●	●	●	●	●	●	●	●
Retailer-Level JBP Integration	●		●	●		●		●	●			●	●				●	●				●
Annual Planning/Top-to-Tops	●	●	●	●		●	●	●	●	●		●	●			●	●	●	●	●	●	●
In-Store Opportunity Leverage (e.g., Distribution/Incremental display)				●					●			●	●			●	●					
Partner Training Programmes/ Certifications		●									●				●		●	●				●
Dedicated Account Reps	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●
Dedicated Data Analytics/ Other Resources		●	●	●	●	●	●	●	●	●	●	●	●			●	●	●	●	●	●	●
Loyalty Programme Alignment	●		●	●	●	●	●	●		●		●	●		●	●	●	●		●	●	●
First-to-Market Test & Learns	●	●	●	●	●	●	●	●	●	●		●	●		●	●	●	●	●	●	●	●
Agency Partnerships	●	●	●	●	●	●		●	●	●		●	●			●	●	●	●	●	●	●
Roadmap Visibility/Collaboration			●	●	●	●		●	●	●	●	●	●		●		●	●	●	●	●	●
Transparency Into Media Rates			●	●		●		●	●	●		●	●		●	●	●	●	●	●	●	●
Non-Endemic Advertiser Opportunities		●	●	●	●	●	●	●	●	●		●	●		●	●	●	●	●	●	●	●
NEW IAB Europe Gold Standard									●		●	●				●						●
																			NEW	NEW	NEW	NEW

RETAIL MEDIA NETWORK: *One Pagers*



RETAILER
Amazon

MARKET
Europe

YEAR
LAUNCHED:

2012

AUDIENCE
SIZE:

34

million+
shoppers in
the UK

238

million+
across EU5

KEY PARTNERS

Adobe, AppNexus, Audience Project, Circana, Criteo, Kantar, Nielsen, Oracle, The Trade Desk

RECENT DEVELOPMENTS

Amazon beta-launched a unified campaign manager alongside unified reporting to streamline cross-product campaign management and standardise metrics across sponsored ads and DSP. The Sponsored Brand Collections opportunity, which rolled out globally, is available in both auto and manual formats, leveraging AI or curated ASIN groups to drive stronger engagement than traditional top-of-search placements. Recent DSP enhancements have included cross-campaign reach and frequency reporting (in beta) and clearer incremental budget opportunity signals.

ANALYSIS

Amazon continues to advance its full-funnel retail media offering, with growing emphasis on automation, first-party data utilisation, and operational simplicity for advertisers.

ON THE HORIZON

Video inventory for sponsored products is set to expand across additional placements, increasing scale and extending richer formats further down the purchase funnel. Amazon's broader shift toward multi-signal, intent-based targeting within DSP exemplifies the future direction of audience and product targeting capabilities.

From June 2026, full enforcement of consent and country-code requirements will make privacy compliance business-critical, with non-compliance carrying direct consequences for targeting and measurement effectiveness.

Uber Advertising

RETAILERS
Uber, Uber Eats

MARKET
France, Germany, Ireland, Netherlands, Poland, Portugal, Romania, Switzerland, Spain, UK

**YEAR
LAUNCHED:**

2022

**AUDIENCE
SIZE:**

56

million

KEY PARTNERS

Criteo, Google DV360, Happydemics, Kantar, LiveRamp, The Trade Desk

RECENT DEVELOPMENTS

Journey Ads opportunities in the Uber Mobility app have been extended across Europe programmatically via The Trade Desk and Google DV360 DSPs, broadening reach and buying flexibility for advertisers.

Item Showcase ads have been introduced as a new opportunity that can enhance product visibility within the Uber ecosystem.

A specialist retail advertising team has been established to offer brands more tailored, comprehensive managed service support.

ANALYSIS

Uber Advertising offers full-funnel capabilities that engage customers at key moments across the Uber Mobility and Uber Eats experiences, driving sales directly within the grocery aisle for CPG advertisers. Its Creative Studio delivers innovative, bespoke, out-of-the-box solutions tailored to client needs, while its deep data sharing and actionable insights support campaign optimisation and performance throughout the ecosystem.

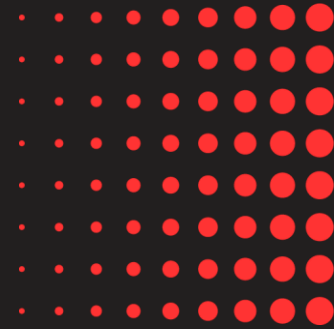
ON THE HORIZON

Uber is planning expansion into new markets, more off-platform advertising opportunities, and enhanced measurement solutions (including offline sales attribution).



RETAILER
Tesco

MARKET
UK



**YEAR
LAUNCHED:**

2021

Tesco and analytics partner dunnhumby have partnered on retail media for over 18 years.

**AUDIENCE
SIZE:**

24

million

KEY PARTNERS

Barrows Global, Channel 4, Epsilon Retail Media*, Google DV360, InfoSum, ITVX, JCDecaux, LiveRamp, Meta, Pinterest, Sky, Skai, The Trade Desk, Pacvue

RECENT DEVELOPMENTS

Tesco Media has integrated with the Google Shopping, Skai, and Pacvue platforms, strengthening measurement and reporting capabilities for brand partners.

Video opportunities have launched for home page and browse placements alongside the beta release of Tesco Media Creative Studio, expanding onsite format capabilities for advertisers.

ANALYSIS

Tesco Media continues to advance its full-funnel retail media proposition across three key dimensions: broader third-party platform integration to improve the measurement infrastructure; expanded onsite formats, including video and self-service creative tooling; and ongoing investment in the “Connected Store” initiative via increased in-store digital coverage and improved ad workflows. Collectively, these developments provide advertisers with greater access to premium onsite and in-store formats to facilitate more integrated, cross-journey campaign planning.

ON THE HORIZON

The Connected Store expansion will continue with the rollout of power aisle and express window screens at stores in the Booker wholesale and One Stop convenience banners, alongside enhanced browse placements and improved sponsored ad workflows. Additional sponsored search formats are also in development to build out onsite ad capabilities. Enhanced offsite integrations will include always-on targeting via ITV's Planet V streaming platform. Also in the plan are broader audience targeting and advanced measurement tooling, alongside SSP testing.

*Epsilon Retail Media is part of Publicis Groupe, parent company of Mars United Commerce

N E C
T A R
3 6 0

RETAILERS
Sainsbury's, Argos

MARKET
UK

**YEAR
LAUNCHED:**

2012

Previously known as
Insight 2 Communication;
rebranded as Nectar360
in 2019.

**AUDIENCE
SIZE:**

24

million

KEY PARTNERS

Bauer Media Outdoor (formerly Clear Channel), Catalina, C4, Epsilon Retail Media*, Experian, Google DV360, InfoSum, Meta, Redbus, Severn House, Sky TV, Snowflake, The Trade Desk, t4Media Group, Virgin Media, YouTube, Zeta/Cheetah Digital

*Epsilon Retail Media is part of Publicis Groupe, parent company of Mars United Commerce.

RECENT DEVELOPMENTS

Marriott Bonvoy, Uber, and Uber Eats have joined the Nectar coalition, introducing ride and food delivery redemptions and expanding the reach of the UK's largest loyalty programme.

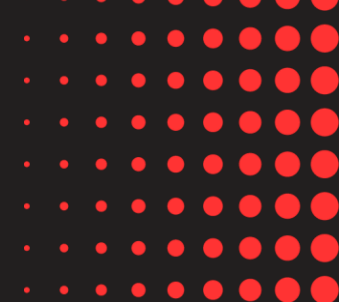
Launched in autumn, Nectar360 Pollen is an advanced, unified retail media platform connecting audience insight, planning, activation, optimisation, and measurement within a single, easy-to-use environment that facilitates omnichannel advertising in-store, onsite, and offsite.

ANALYSIS

Underpinned by the UK's largest coalition loyalty programme, Nectar360 continues to scale its retail media proposition across multiple dimensions. The network is rapidly expanding in-store digital inventory to drive point-of-purchase reach; integrating influencers for social media campaigns to broaden upper-funnel capabilities; and leveraging a partnership with ecommerce partner Rokt to let non-endemic brands advertise at the point of checkout, opening the network to a wider advertiser base.

ON THE HORIZON

The connected digital network now totals nearly 3,000 screens across supermarkets and convenience stores, with plans to install an additional 3,000 more during this financial year. Nectar360 also continues to develop other retail media capabilities, including further exploration of opportunities within the Sainsbury's SmartShop scan-and-pay tool.





RETAILER
Asda

MARKET
UK

**YEAR
LAUNCHED:**

1997

Relaunched as
LS Eleven Media
Services in 2024.

**AUDIENCE
SIZE:**

15

million

KEY PARTNERS

Clearsilver, CPM International,
Criteo, HH Global, LiveRamp,
Mood Media, ROKT

RECENT DEVELOPMENTS

LS Eleven Media Services is live with audience targeting as part of its continued investment in developing data-led retail media capabilities in offsite environments. It is also live via The Trade Desk as part of its growing Asda Access offsite offering.

ANALYSIS

The network is rapidly maturing its proposition, which is underpinned by the strong first-party data foundation for retail media activation provided by Asda Rewards, one of the UK's fastest-growing loyalty programmes. Recent investments in leadership and the development of audience-based solutions position LS Eleven as an increasingly competitive retail media partner in the UK market.

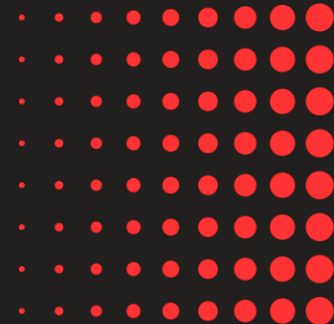
ON THE HORIZON

In-store media opportunities continue to scale, expanding from 377 to over 1,000 stores and encompassing both supermarket and convenience formats. A non-endemic proposition is currently in development, which will broaden Asda's advertiser base beyond grocery. Offsite activation is already live across key platforms, including Meta and The Trade Desk, with the future focus centred on scaling further across social, the open web, and connected TV partners to deliver offsite media at scale. Additionally, LiveRamp is being leveraged to support privacy-compliant audience targeting beyond owned channels. Enhanced onsite capabilities are also planned for later in 2026, following the completion of a replatforming for grocery home shopping services.



RETAILER
Boots

MARKET
UK



YEAR
LAUNCHED:

2021

AUDIENCE
SIZE:

17.2

million unique customers

KEY PARTNERS

Channel 4, Circana, Criteo, InfoSum, ITV, LiveRamp, Meta, Pixel, Pinterest, Pacvue, Scala, SoPost, Snapchat, Skai, Pacvue, TikTok, The Trade Desk, YouTube

RECENT DEVELOPMENTS

Boots Media Group has completed Criteo API integration across all global third-party platforms, including Skai and Pacvue. The initiative coincided with an expansion of Criteo-powered sponsored ad inventory.

New standardised email templates are designed to accelerate campaign go-live timeframes and improve operational efficiency.

ANALYSIS

Boots Media Group’s full-funnel retail media proposition reaches the 17.2 million unique customers who have used an Advantage Card to make a purchase in the last year across the UK and Republic of Ireland. Platform infrastructure has been strengthened recently through expanded third-party integrations, increased sponsored ad inventory, and streamlined creative formats that collectively improve advertiser accessibility and speed to market. The offering remains predominantly managed service, with self-service capabilities available but not yet central to the portfolio.

ON THE HORIZON

Boots Media Group is introducing content management system-powered digital screens to enable enhanced audience targeting and more flexible buying types across its physical retail estate. Cladding of digital security pedestals is in development to expand the range of available in-store formats. Continued growth of digital inventory across Criteo, app, email, and additional channels will broaden the touchpoints available across the Boots ecosystem.



RETAILERS
John Lewis, Waitrose

MARKET
UK

**YEAR
LAUNCHED:**

2023

**AUDIENCE
SIZE:**

21

million customers

KEY PARTNERS

Dunnhumby, Epsilon Retail Media*, JCDecaux, Salesforce

RECENT DEVELOPMENTS

As previously reported, JLP Insights & Media's ongoing strategic partnership with dunnhumby gives advertisers detailed customer-level insights that generate data science-driven personalized offers.

The partnership with Epsilon Retail Media* has facilitated the expansion of key sponsored product and banner placements across JLP's digital real estate.

ANALYSIS

The network's shopper demographic is unique compared to the UK's top four grocers: the audience is 75% ABC1, versus 55% in the wider market. This gives JLP a unique audience proposition among grocery networks.

Sponsored products and onsite display ads are the only current media available via self-service (through Epsilon Retail Media). All other inventory is available as managed service directly through the JLP team.

ON THE HORIZON

JLP plans to roll out in-store digital signage and onsite media for both John Lewis and Waitrose. These efforts will be supported by enhanced first-party data-audience targeting and closed-loop measurement reporting across all media placements. JLP is currently in test phase for both propositions, with plans to fully scale them in 2026.

*Epsilon Retail Media is part of Publicis Groupe, parent company of Mars United Commerce.



RETAILERS
*REWE, PENNY,
 ZooRoyal*

MARKET
Germany

**YEAR
 LAUNCHED:**

2015

**AUDIENCE
 SIZE:**

30

million weekly
 in-store shoppers

KEY PARTNERS

Cmmrcl.ly, Epsilon Retail Media*, Google Ad Exchange, LiveRamp, Snowflake, SSP1, The Trade Desk

RECENT DEVELOPMENTS

REWE Group Retail Media Connect now operates a network of over 9,700 bookable digital screens. The total includes 3,749 screens at checkout, 614 at storefronts, and 3,200 at entrance screens in REWE locations, plus 2,195 screens across entrances, windows, and key product areas in PENNY stores. All PENNY screens are now open to non-endemic advertisers, broadening the network's commercial scope and appeal to brands outside the grocery category.

Among recent capability milestones, a partnership with LiveRamp is enabling privacy-compliant data onboarding and advanced audience activation across the network.

Screens in ZooRoyal stores have been part of the bookable network since July 2025, extending reach into the pet care retail vertical.

ANALYSIS

REWE Group Retail Media Connect has made substantial progress in expanding both physical and digital media offerings. Onsite innovation continues with the Shopbühne feature (premium, high-attention inventory across REWE's owned environments) on Android devices, new iOS placements for Sponsored Search and Top-of-Digital-Aisle, additional checkout lane inventory, and the ongoing expansion of showroom ads and TODA placements. The LiveRamp partnership reinforces the network's data infrastructure, combining scale with privacy-compliant audience activation across an increasingly integrated physical and digital ecosystem.

ON THE HORIZON

Continued media expansion across REWE, PENNY, and ZooRoyal will include new placements at EV charging stations in REWE car parks. Broader data-driven, privacy-compliant offsite targeting capabilities are in development to reach shoppers beyond the REWE ecosystem. Video showroom ads are planned for ZooRoyal in the near term. Other enhancements in development include the technical integration of bulk discounting, additional video ad formats, connectivity between Google Ads Manager and web recipe features, and new POS concepts.

*Epsilon Retail Media is part of Publicis Groupe, parent company of Mars United Commerce.



YEAR
LAUNCHED:

2023

AUDIENCE
SIZE:

250

million

KEY PARTNERS

Epsilon Retail Media*, Fill Up Media, Google DV360, In-Store Media, JCDecaux, LiveRamp, Lucky Cart, Mediaperformances, Meta, POS Media, Pacvue, Skai, The Trade Desk

RETAILERS

Alimerka, Alza, Bringo, C10, Carrefour, Carrefour Location, Carrefour Voyages, Clarel, Deporvillage, Hygie 31, ICA, IDKids, IskayPet, Juguetilandia, Kingfisher, La Redoute, Luisaviaroma, Mano Mano, MediaMarktSaturn, MyOrigines, PCDIG@, Plus, Project Agora, Promopharma, Public, REWE, Showroomprivé.com, Supermarchés, Match, Talea Group, Veepee, Unieuro

MARKETS

Belgium, Czech Republic, Denmark, France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden

RECENT DEVELOPMENTS

Unlimitail has broadened its European footprint by onboarding (for offsite management) MediaMarktSaturn, Europe's leading consumer electronics retailer, as well as Supermarchés Match and Hygie 31 in the beauty and healthcare categories.

New strategic integrations let advertisers activate campaigns across the Unlimitail network directly through the Pacvue and Skai platforms, extending self-service accessibility for brands and agencies.

A new social retail product on Meta is designed to seamlessly bridge social engagement and retail conversion. In measurement, live in-store attribution has been rolled out, allowing brands to accurately measure the offline sales impact of digital campaigns. And a new video format, alongside others, is now live on multiple retailer websites to offer advertisers more premium formats.

ANALYSIS

A joint venture between retail giant Carrefour Group and Publicis Groupe, Unlimitail continues to consolidate its position as a leading European retail media network by expanding its partner ecosystem across key verticals and geographies. Growth is being driven across three dimensions: new major retail partnerships, strengthened existing collaborations, and improved campaign accessibility through self-service activation capabilities.

ON THE HORIZON

Unlimitail is advancing its technology roadmap across several fronts, including enhanced campaign management and self-service. Measurement capabilities are also being broadened, with expanded KPIs designed to better quantify retail media impact across channels.

*Epsilon Retail Media is part of Publicis Groupe, parent company of Mars United Commerce.



RETAILERS

Auchan, Boulanger, Decathlon, Leroy Merlin, Norauto, Alinea, Kiabi, BZB, Electro Dépôt, Flunch, Chronodrive, Grain de Malice, Rouge Gorge, Jules, Saint Maclou, Top Office, Intermarché, Bricomarché, Roady

MARKET

France, Spain, Italy, Poland, Belgium

YEAR LAUNCHED:

2024

AUDIENCE SIZE:

55

million unique customers

KEY PARTNERS

Equativ (Kamino), LiveRamp, Octopia

RECENT DEVELOPMENTS

Following the January 2026 merger of Valiuz with Infinity Advertising, campaign measurement for Intermarché was integrated into the Valiuz Connect retail media platform (which launched in June 2024), consolidating cross-banner performance tracking into a single entry point.

Significant in-store digital out-of-home deployment is underway with Boulanger, advancing Valiuz Ads’ omnichannel retail media offering.

ANALYSIS

The Infinity Advertising merger has restructured Valiuz Ads' governance, unlocking the combined transactional scale of the retail banners owned by Mousquetaires Group alongside Valiuz's international growth potential. The new alliance, which spans 18 multi-sector retailers, represents one of France's broadest retail data ecosystems. Valiuz Connect now aggregates data across Intermarché, Auchan, and Chronodrive, giving advertisers unified measurement capabilities across 27% of France’s grocery market share through a single platform — a material competitive differentiator.

ON THE HORIZON

Valiuz Ads is advancing artificial intelligence and machine learning capabilities to enable predictive campaign optimisation across its ecosystem, including automated budget allocation and dynamic creative optimisation.



RETAILER
E.Leclerc

MARKET
France

**YEAR
LAUNCHED:**

2016

**AUDIENCE
SIZE:**

16

million unique
monthly visitors

KEY PARTNERS

BudgetBox, Criteo, In-Store Media, LiveRamp,
Lucky Cart, Mediaperformances, Phenix
Groupe

RECENT DEVELOPMENTS

ConsoRégie introduced sponsored products opportunities to capture purchase intent at the point of decision and boost product visibility within the E.Leclerc ecosystem.

The in-store network continues to roll out across multiple formats and now encompasses 13,500 digital screens nationally. The inventory includes gondola ends and in-aisle/shelf-edge placements.

ANALYSIS

Established in 2016, ConsoRégie operates a mature, full-funnel multichannel advertising platform that spans display, digital, and data across the E.Leclerc retail network. Key differentiators include drive-up terminal screens that deliver brand visibility during click-and-collect order fulfilment, suspended cross-aisle screens strategically positioned in food areas for high-footfall exposure, and gamification activations integrated across five annual multi-brand events to drive consumer engagement across the calendar.

ON THE HORIZON

Conso Régie did not report future plans.



RETAILERS

Coop Alleanza 3.0, Dr. Max, Kasanova, BricoBravo, to.market, Plant Based Lovers, Luisaviaroma, Vitaminstore, GameStop, Tigotà

MARKET *Italy*

YEAR LAUNCHED:

2023

AUDIENCE SIZE:

51

million through the TNCID (The NewCo ID) tag; 14 million directly through retailer partners

KEY PARTNERS

Sky Media

RECENT DEVELOPMENTS

Retailor Media has connected its first-party purchase data with connected TV platforms, enabling precise audience targeting based on verified shopping behaviour (e.g., organic food buyers, premium wine enthusiasts) across streaming content.

The network also launched Retailor ID, a proprietary identifier that lets retailers activate targeting, measurement, and campaign delivery independent of third-party cookies.

In addition, Retailor Media signed a strategic partnership with Gamelife to integrate its gaming ecosystem and open new data-driven advertising channels for gaming and tech brands.

ANALYSIS

Retailor Media's expanded data infrastructure strengthens its competitive position by allowing advertisers to reach Italian consumers based on actual purchase behaviour across CTV and digital touchpoints, thereby driving measurable conversion and brand affinity.

ON THE HORIZON

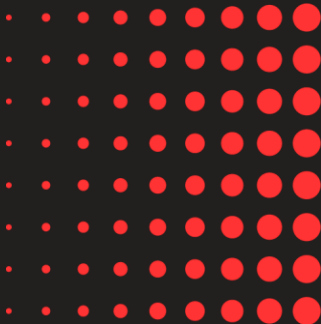
Retailor Media is rolling out AI-powered in-store screens to facilitate personalised, behaviour-triggered promotions at the point of purchase and complete an omnichannel loop extending from awareness to conversion.



RETAILERS

PcComponentes, PromoFarma, Deporvillage, Worten, Fintonic, Planeta Huerto, Lookiero, Glovo, Cabify, La Tienda HOME, Regalador, Sprinter, Eventim/Entradas, Eroski, Caprabo, Ilunion

MARKET *Spain*



**YEAR
LAUNCHED:**

2022

**AUDIENCE
SIZE :**

31

million users; 105 million
total ad impressions

KEY PARTNERS

Amazon, Google, Ladorian

RECENT DEVELOPMENTS

REETMO has recently advanced the retail media landscape with the introduction of "Corchea," a new agentic AI tool designed specifically for advanced audience planning and the optimization of key transactional moments. Alongside Corchea, REETMO unveiled TCOM (Total Commerce), a comprehensive, dual-sided platform featuring an MRP environment tailored for brands and an RRP environment for retailers.

ANALYSIS

The combined deployment of Corchea and TCOM meaningfully shifts REETMO's role in the retail media landscape from platform provider to full ecosystem orchestrator. Corchea acts as the intelligence layer, enabling retailers to evolve into fully fledged media entities by unlocking incremental, previously inaccessible budgets through sophisticated audience and moment-based optimisation. TCOM, in turn, functions as the connective tissue, seamlessly linking brand demand and retailer supply while enabling unified planning, activation, and measurement across digital trade marketing and retail media.

Through an integration with Dailymotion, the online advertising offering of REETMO-partnered retailers is now empowered to compete directly against streaming giants like Amazon Prime in the CTV space.

ON THE HORIZON

Mirroring successful implementations with Eroski and Ilunion, REETMO is planning the integration of physical points of sale to enable comprehensive, end-to-end campaign measurement.



RETAILER
MC Sonae (Continente, Wells, ZU)

MARKET
Portugal

**YEAR
LAUNCHED:**

2024

**AUDIENCE
SIZE:**

5

million monthly

KEY PARTNERS

Kevel, In-Store Media, Meta, Google

RECENT DEVELOPMENTS

Advertiser reach has expanded through multiple recent onsite enhancements, including the launch of sponsored products display advertising on Continente’s website, a brand-sponsored advent calendar featuring video and coupon branding on specific category days in the loyalty card app, and the first non-endemic brand campaigns conducted both onsite and offsite.

Offsite programmatic campaigns have launched through integration with Google Ads via the Kevel Audience platform.

In-store innovation has continued through ad campaigns running on “scan as you shop” pistols, a new checkout-alarm media format, and installation of a giant digital screen located outside Continente hypermarket in Matosinhos.

ANALYSIS

By integrating Google Ads with Kevel Audience, Endless is now leveraging first-party data to target shoppers beyond owned channels. This step enables precise, data-driven campaigns that can significantly boost advertising effectiveness and ROI through personalised offsite engagement and stronger brand presence.

ON THE HORIZON

Endless will expand the network to a new customer app that MC Sonae will launch this quarter. It also will expand video ad formats and broaden offsite capabilities by partnering with Google DV360.

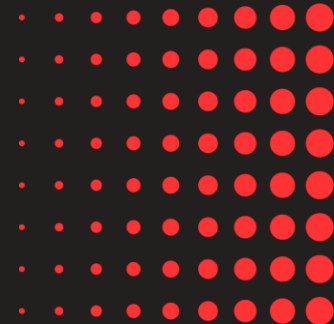


RETAILER

Currys

MARKET

UK



YEAR LAUNCHED:

2023

AUDIENCE SIZE:

19

million targetable customers;
25 million total identifiable
shoppers

KEY PARTNERS

BrandSwap, Circana, Criteo, Epsilon Retail Media*, PRN (Stratacache), LiveRamp, Titan

RECENT DEVELOPMENTS

Currys did not report recent developments.

ANALYSIS

Currys Connected Media offers a variety of self-service and managed service retail media opportunities, including sponsored ads, onsite display, offsite display, digital audio, CTV, and subscription video on demand (on Amazon Prime, Disney, and Netflix).

The exploration of a discovery clean room will lay the foundation for more secure, privacy-safe audience collaboration over time, while the development of self-service solutions will give brands and agencies greater autonomy across planning and execution.

ON THE HORIZON

Currys is advancing its retail media infrastructure in various ways, with priorities including the clean room initiative, the aforementioned expansion of self-service activation solutions, and broader enhancements to data, measurement, and targeting that will ensure cross-channel consistency to elevate the overall sophistication of the offering.

*Epsilon Retail Media is part of Publicis Groupe, parent company of Mars United Commerce.



RETAILERS

Tesco, Carrefour, SPAR, PENNY, 7-Eleven, Ahold Delhaize, Douglas, MediaMarkt, Fressnapf, MAC, Best Buy, Decathlon (150,000 total retailer partners)

MARKETS

28 Europe Markets

YEAR LAUNCHED:

2024

AUDIENCE SIZE:

50

million registered users

KEY PARTNERS

AppsFlyer, Symbiosys, StackAdapt, Koddi, Streamr.ai by Magnite

RECENT DEVELOPMENTS

Wolt Ads has made significant advances in both in-app and off-app advertising capabilities. A new partnership with Streamr.ai/Magnite enables CTV delivery across EU markets, supported by full-funnel reporting powered by AppsFlyer analytics.

In-app, Wolt Ads has expanded the placement portfolio to cover the full customer journey, with enhanced audience and daypart segmentation allowing advertisers to tailor campaign delivery with greater precision. Off-app capabilities have been extended to provide accurate audience targeting on Meta, TikTok, Google, and programmatic channels.

ANALYSIS

Wolt Ads has rapidly matured its advertising proposition, establishing a genuine full-funnel offering that spans in-app placements, CTV, and major off-app media platforms across Europe. Enhanced segmentation capabilities, including audience and daypart targeting, provide advertisers with meaningful campaign control, while AppsFlyer-powered reporting closes the measurement loop across channels.

ON THE HORIZON

Wolt Ads is developing a data and insights platform that will offer brands purchasable access to brand, category, and audience intelligence, which represents a significant step toward monetising its first-party data assets beyond direct advertising activation.



RETAILERS

Migros, Mion, Macrocenter, Migros One (Hemen & Sanal Market), Teknosa, Mobilet, Hakmar, Arçelik, Opet

MARKET

Turkey

**YEAR
LAUNCHED:**

2021

**AUDIENCE
SIZE:**

30

million

KEY PARTNERS

Adform, Google (Ads, DV360), Meta, Mlink (Mimeda's self-service ad platform), The Trade Desk, TikTok

RECENT DEVELOPMENTS

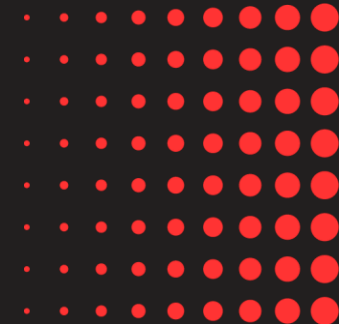
Mimeda recently introduced three notable capability advances. Affiliate influencer solutions are now live, enabling brands and agencies to plan and schedule campaigns directly within the platform. Türkiye Mosaic is a proprietary segmentation tool that facilitates audience targeting at district and street levels, delivering a granular geographic precision uncommon in retail media. Real-time face and skin analysis is now available on the Migros Super App and in-store to provide shoppers with personalised product recommendations at the point of consideration.

ANALYSIS

These recent developments collectively advance a highly personalised, data-driven retail media proposition that positions Mimeda as a distinctly innovative retail media operator within the Turkish market. Affiliate influencer integration broadens upper-funnel reach, Türkiye Mosaic empowers hyper-local audience segmentation, and real-time skin analysis bridges physical and digital personalisation at the point of purchase.

ON THE HORIZON

Mimeda is enhancing its AI capabilities across segmentation, visual creative generation, and campaign optimisation. It also is improving omnichannel measurement within both its own advertising solutions and those of its partners.



DOUGLAS

Marketing Solutions

RETAILER
DOUGLAS Group

MARKETS
*Germany, Austria, Switzerland, Netherlands,
Belgium, Poland, Italy, Spain, France*

**YEAR
LAUNCHED:**

2019

**AUDIENCE
SIZE:**

59

million

KEY PARTNERS

Cmmrcl.ly, Criteo, The Trade Desk, Zeotap

RECENT DEVELOPMENTS

Douglas Marketing Solutions has made significant strides across platform, partnerships, and ad formats. A self-service platform launched across nine countries allows brands to independently create, manage, and optimise campaigns, improving agility and transparency at scale. Strategic data partnerships with The Trade Desk and cmmrcl.ly extend first-party data activation across multiple external channels including DOOH, CTV, social media, and mobile for both in-network and non-endemic brands.

In-store, the launch of digital signage brings dynamic, data-driven messaging to the point of sale, accommodating contextually relevant product communication inside Douglas stores. Onsite video has also been introduced across the website and app, letting brands showcase product benefits and drive storytelling in the high-consideration beauty and skincare categories.

ANALYSIS

DMS operates a strong, data-led retail media proposition, underpinned by robust first-party data capabilities deployed across an increasingly diverse range of digital and physical touchpoints. The combination of self-service infrastructure, external data partnerships, in-store digitalisation, and rich onsite formats positions the network as a maturing, full-funnel retail media operator with clear ambitions to scale across its complete European footprint.

ON THE HORIZON

Ad-tech integration is advancing to strengthen data-driven advertising and analytics capabilities. Priorities include the implementation of advanced attribution models and incrementality measurement to enable a more comprehensive evaluation of campaign performance across touchpoints and provide brands with a clearer view of media impact within the Douglas ecosystem.



RETAILER
Deliveroo

MARKETS

*Belgium, France, Ireland,
Italy, UK*

**YEAR
LAUNCHED:**

2019

**AUDIENCE
SIZE:**

7

million

KEY PARTNERS

Criteo, Epsilon Retail Media*, Flavor Sampling, SMG

RECENT DEVELOPMENTS

Deliveroo Media has introduced several new ad formats across the shopper journey. New video order tracker and rider icon offerings transform the high-attention, post-purchase moment into a brand storytelling opportunity. New “Less Healthy Food” (LHF) banners provide a compliance solution for affected brands to maintain platform visibility within regulatory requirements.

Premium onsite inventory has also expanded through retailer home page and in-menu category banners, while new grocery showcase and in-menu banners introduce shoppable carousel formats directly within retailer pages to drive conversion at the consideration stage.

ANALYSIS

Deliveroo Media is systematically strengthening its onsite advertising proposition through format innovation across the full shopper journey, from browsing to post-purchase. Improvements span both commercial opportunities (premium placements, shoppable formats) and regulatory responsiveness (LHF-compliant solutions), demonstrating the development of a maturing platform capable of supporting brands across a range of objectives and compliance requirements.

ON THE HORIZON

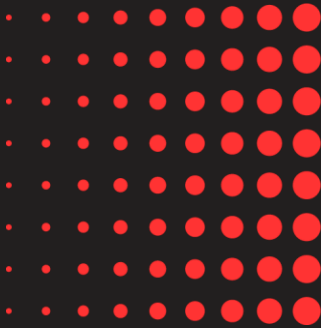
In June, Deliveroo Media will launch programmatic access to order tracker ad placement via Google Ad Exchange. As part of the DoorDash acquisition, Deliveroo is also embarking on a global transformation to a unified technology platform. This evolution will bring next-generation in-app ad formats, advanced measurement tools, and offsite activation capabilities.

*Epsilon Retail Media is part of Publicis Groupe, parent company of Mars United Commerce.



RETAILER
Morrisons Media Group

MARKETS
UK



**YEAR
LAUNCHED:**

2022

**AUDIENCE
SIZE:**

12
million

KEY PARTNERS

Bauer Media, Epsilon Retail Media*, Meta, TikTok

RECENT DEVELOPMENTS

D6 digital screens have rolled out, expanding Morrisons’ physical retail media inventory.

Advertisers now can activate sponsored product ads independently, improving accessibility and speed to market.

First-party data audiences are now available for activation across Meta and TikTok, extending offsite reach through social channels.

MoreViu, Morrisons' dedicated insights and planning tool, is now live, providing advertisers with improved campaign intelligence and audience planning capabilities.

ANALYSIS

Morrisons Media Group is making steady progress maturing its retail media proposition, with recent developments spanning in-store digitalisation, self-service activation, social data partnerships, and proprietary insights tooling. The addition of TikTok to the media menu illustrates an early, but deliberate, move into audience-led social activation, while the MoreViu platform strengthens the planning infrastructure available to advertisers.

ON THE HORIZON

The roadmap includes plans to roll out self-service onsite display (in Q2); make first-party data audiences available across Amazon Prime and Amazon Ads (Q3); install front-of-store, in-aisle, and cross-aisle digital signage (Q3); and enhance measurement and reporting for both onsite and offsite campaigns (Q4).

*Epsilon Retail Media is part of Publicis Groupe, parent company of Publicis Commerce and Mars United Commerce.

MediaMarkt

SATURN

RETAILER
*MediaMarktSaturn*MARKETS
*Europe*YEAR
LAUNCHED:

2021

AUDIENCE
SIZE:

93

million

KEY PARTNERS

Criteo, Unlimitail*

RECENT DEVELOPMENTS

Recent introductions have included new ad formats such as sponsored brand video, onsite display, and programmatic in-store. These additions expand opportunities to reach shoppers, supported by improved targeting, faster activation, and stronger measurement.

MediaMarktSaturn has also rolled out offsite opportunities that integrate first-party and third-party data, allowing ad campaigns to run outside of MediaMarktSaturn stores.

ANALYSIS

MediaMarktSaturn is steadily enhancing its retail media proposition through targeted product expansion and increased scale. The launch of sponsored brand video, onsite display, and programmatic in-store ads represents a move toward more full-funnel, omnichannel capabilities, while the pan-market rollout of sponsored brand video and the (undisclosed) roadmap underline a clear focus on continued platform maturation in the future.

The network partners with Criteo to handle sponsored ads and sponsored products and Unlimitail* for offsite display.

ON THE HORIZON

MediaMarktSaturn expects to roll out sponsored brand video across all markets, with additional product launches planned as part of an ongoing capability expansion.

Also in the plan are partnerships with Google Ads, Meta, and The Trade Desk, with unified campaign reporting consolidating all activity into a single dashboard.

GLOSSARY

Details and definitions for evaluation
criteria across the Key Performance Areas

GLOSSARY

Targeting

Audience Scale	The retail media network has an audience of at least 10 million shoppers.
Audience Growth	The retail media network's audience has grown by at least 10% year over year.
Purchase-Based Targeting	The ability to utilise a proprietary first-party database of shopper sales data to build campaign audiences.
Keyword Targeting	The ability to buy top-of-page placement in search results for specific keywords or target ads based on keyword searches.
Geo-Targeting	The ability to target campaigns to specific locations such as post codes or store footprints.
Behavioural Targeting	The ability to target campaigns based on specific shopping activity on the retailer's website, such as browsing or search.
Contextual Targeting	The ability to place ads in specific locations on the retailer's website or within relevant content off-platform.
Demographic Targeting	The ability to target campaigns to specific personal characteristics.

Competitive Conquesting	The ability for advertisers to target campaigns to their competitors' shoppers.
Templated Audience Segments	The ability to leverage pre-built audience segments (such as holiday entertaining or Millennial shoppers) that are available to all advertisers.
Custom 1P Audiences	The ability to create unique "from scratch" audience segments from the retailer's first-party data that are not available to other advertisers.
Science-Led Predictive Audiences	The ability to build audiences based on likelihood to buy.
Clean Room/ Brand Audience Ingestion	The ability to share anonymised brand data for targeting and measurement.
Retargeting/ Site Pixeling	The ability to leverage tracked behaviour on the retailer's platform to conduct retargeting campaigns.
Retailer-Specific Targeting	The ability to target campaigns at the retailer or banner level (e.g., Tesco vs. Tesco Express).
Audience Segment Granularity	The ability to precisely segment audiences using a range of targeting criteria, including demographics, behavioural signals, interests, and contextual attributes.

GLOSSARY

Measurement & Reporting

Standard Media Metrics	Commonly accepted methods of digital media measurement such as impressions, click-through rate, and cost per click.
Closed-Loop Attributed Sales & ROAS	The use of the retail media network's own first-party data to measure sales and resulting ROAS (return on ad spend).
100% Deterministic Sales Data	The retail media network exclusively leverages first-party data for reporting rather than modeled or extrapolated data.
Total Omni Sales Data	The retail media network reports campaign impact on both online and brick & mortar sales.
% New Buyers	The retail media network reports the number or percentage of buyers who are new to the brand.
Sales Lift & iROAS (via A-B testing)	The ability to measure a campaign's sales impact by conducting A/B (exposed vs. unexposed) testing on the retail media network's audience.
Sales Lift & iROAS (True incrementality)	The ability to measure true incremental sales impact by analysing granular data points among actual buyers, such as new-to-brand, purchase frequency, or basket ring.
Viewability/Fraud Transparency	The network provides access to, or the ability to utilize outside ad quality measurement tools for managed service executions onsite and/or through a DSP.
Media Mix Modelling	The ability to gauge the impact of each tactic within a campaign through multi-touch attribution, mixed modelling, or predictive analysis, either in-flight or post-event.
Custom/Ad Hoc Analysis	The ability for advertisers to create or request their own custom analysis or reports.
Targeted Audience-Level Reporting	The ability to measure campaign performance at the individual audience level.

Creative Versioning-Level Reporting	The ability to measure campaign performance for each creative version of an ad.
Basket Analysis	The ability to analyse other products purchased along with the advertised brand.
Rest of Market Analysis	The ability to measure a campaign's impact on incremental sales at other retailers.
Self-Service Measurement/Reporting (In-grid sponsored products)	The retail media network provides self-service reporting on in-grid sponsored products ad inventories.
Sales Definition	The ability to provide a definition on how sales are reported (e.g., based on checkout).
Measurement Appendix	The retail media network provides a central reference for all KPI definitions and limits.
Attribution	The ability to adjust attribution windows to account for halo effects across channels.
Ad Placement Context Performance	Performance reporting based on the ad placement context, including search, category pages, and favourites.
API Offering	The availability of APIs for data access, activation, reporting, or system integration.

GLOSSARY

Innovation

Self-Service Onsite Search	The network allows advertisers to directly launch, measure, and optimise search activations, either through the retailer's own platform or third-party options such as Criteo, Skai, or Pacvue.	Livestream Shopping	The network offers live sponsored shopping events on digital platforms operated by the retailer or a third-party partner.
Self-Service Programmatic	The network has a demand side platform (DSP) or private marketplace (PMP) that lets advertisers directly manage offsite programmatic campaigns.	1P Data Sharing	The ability to use the retailer's first-party data for campaigns handled by third-party service providers/publishers outside of the retailer's own partner network.
Self-Service Onsite Display	The network has a platform allowing advertisers to directly manage onsite display campaigns.	Dynamic Creative Optimization	The ability to use third-party creative tools (such as AdForm or Flashtalking) to mass-personalise ad experiences to drive stronger shopper engagement.
Self-Service Audience Segmentation	The ability to provide custom first-party audiences directly into the client's account.	Generative AI Search	The network has an advanced AI tool that lets shoppers conduct searches by asking questions or using contextual phrases and receive curated recommendations rather than simple product options.
Self-Service Predictive Audiences	The ability to build audiences based on likelihood to buy through a self-service platform.	Electric Vehicle Charging	The network offers advertising opportunities at the electronic vehicle charging stations in store parking lots.
Self-Service Measurement/Reporting	The ability for advertisers to log directly into their account to access real-time reporting and measurement.	AI Content Generator	The network has AI tools that help advertisers create images and other content to improve shopper engagement.
Self-Service Media Insights	The ability for advertisers to view and request media insights through a self-service platform.		
Shoppable Content	Advertisers can create content (such as recipe pages or click-through videos) that provide direct links to immediate purchase opportunities.		
AR/VR	The network provides advertising opportunities leveraging the technologies of augmented and virtual reality.		

GLOSSARY

Partnership

JBP Process for Retail Media	The network offers joint business planning and/or preferred partnerships for brands and agencies.
Retailer-Level JBP Integration	Retail media network activity is integrated into the broader JBP process between the retailer and advertiser.
Annual Planning/ Top-to-Tops	The network-advertiser relationship includes standard business opportunities such as annual planning and top-to-top meetings.
In-Store Opportunity Leverage	The retail media investment earns value-added activation in stores (like increased distribution or incremental display).
Partner Training Programs/ Certification	The network offers formal training and education opportunities to help advertisers understand and optimise the platform.
Dedicated Account Reps	The retail media network provides advertisers with a direct point of contact.
Dedicated Data Analytics/Other Resources	The network has dedicated internal resources for data analytics and other key business needs.
Non-Endemic Advertiser Opportunities	The network is developing advertising programs for brands whose products and services are not sold through the retailer's channels.

First-to-Market Test & Learns	The network presents opportunities for advertisers to conduct first-to-market test & learns on new offerings before activating them at scale.
Loyalty Programme Alignment	The retailer's proprietary loyalty programme is being leveraged for retail media network activity.
Agency Partnerships	The network establishes formal partnerships with marketing agencies that strengthen collaboration and facilitate cross-client benefits.
Roadmap Visibility/ Collaboration	The network openly shares future plans with advertisers, actively seeking their input and participation in developing mutually beneficial improvements and innovation.
Transparency Into Media Rates	The network openly shares the rates it is charging for media opportunities.
IAB Gold Standard	The network has received IAB certification demonstrating its compliance with industry standards for transparency, brand safety, privacy, and fraud prevention.

MEET THE TEAM



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Commerce Strategy
Associate Director



Chizaram Whitney Egbuziem
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Manager

Mars United Commerce is one of the world's leading commerce marketing companies and part of Publicis Commerce. Leveraging a proprietary suite of commerce solutions, Mars United drives growth for more than 100 of the world's top brands through its unrivalled retail consultancy and vast experience in commerce media, shopper marketing, and ecommerce, all of which are supported by a proprietary commerce intelligence platform. These capabilities are harnessed in pursuit of a singular vision: to be the world's preeminent commerce marketing company. For more information, visit us at: www.marsunited.com.

To obtain a deeper dive into these retailers or a custom report, contact: amo.aujla-tse@publicismedia.com

