

Press release

**Omnichannel advertising platform:
MediaMarktSaturn opens up point-of-sale
advertising marketing with Retail Media InStoreAds**

MediaMarktSaturn is now making its strengths as a European omnichannel platform even more accessible to advertisers: With InStoreAds, the entire customer journey is optimally covered with a seamless 360-degree Retail Media offering on all digital and stationary touchpoints. InStoreAds are already available on around 21,000 TV screens in around 650 stores in six countries.

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InStoreAds can already be booked in Germany, Austria, Hungary, Luxembourg, Turkey and the Netherlands. Advertisers and partners can now extend their online communication with the existing Sponsored Product Ads, Sponsored Brand Ads or A+ Content to the point of sale in the stationary market. The advertised product or brand is positioned even better and benefits from a seamless omnichannel approach to the customer in combination with other retail media offerings.

"The optimal customer journey seamlessly combines digital and physical touchpoints, and we have come full circle with InStoreAds and the additional advertising opportunities directly at the point of sale. With our customised product offering and relevant first-party data, we create an outstanding omnichannel experience for our customers and offer our partners scalable advertising potential to increase their advertising efficiency," said Torsten Ahlers, Managing Director of Media-Saturn Marketing GmbH.

First-party data intelligence

As an omnichannel retailer in eleven countries, MediaMarktSaturn has more than 40 million loyalty customers across the group and more than 2.2 billion customer contacts per year across all channels, which means it has very good data quality, including in-store, mobile and online. "Our strength lies in the fact that we can analyse our shoppers in detail, anonymously and in compliance with data protection regulations, in order to target them at the right time with the right action. We can break down the impact of communication from awareness to transaction. In addition, we will soon be offering our endemic clients comprehensive omnichannel reporting for this purpose," adds Torsten Ahlers.

The correct use of first-party data not only improves the effectiveness of onsite campaigns on the web or in the app, but also has a strong effect offsite in the market, paving the way for the integration of in-store transactions into the customer journey. "As we generate a large part of our sales in our bricks and



mortar stores, integrating in-store transactions into the customer journey is a logical and decisive step to ensure 360-degree coverage of our retail media offering," explains Torsten Ahlers.

The further roll-out of InStoreAds is already underway in Switzerland and Spain and will be completed before the end of this calendar year. The offer will then be extended to other countries, including Belgium, Italy and Poland.

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. As part of its strategic realignment, the company is developing itself from a classical product seller to a solutions-oriented omnichannel platform which integrates the topics customer and sustainability into all of its business activities. MediaMarktSaturn is using the term "Experience Electronics" to describe its repositioning and, at the same time, the range of services it offers its customers. With its portfolio of formats and brands, the electronics retailer is focusing on customer experience and personal advice. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,000 stationary stores in 11 European countries with online sales platforms, claiming market position 1 or 2 in nine European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 50,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around EUR 22.2 billion in fiscal year 2022/23, with online sales accounting for around a quarter of this figure. With around 2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. For more information, visit www.mediamaarktsaturn.com. (Data as of 30 September 2023)

Michael Stengl

Corporate Communications

MediaMarktSaturn Retail Group

Phone: +49 (0)151 20372644

corporate-communications@mediamaarktsaturn.com

www.mediamaarktsaturn.com

www.mediamaarkt.de

www.saturn.de