

BVDW Market Landscape – Retail Media



Retailer

— Pure Player (Online oder Offline) — — Omnichannel Retailer —

ABOUT YOU amazon
 baur. DocMorris EDEKA
 flaconi flaschenpost
 Getränke HOFFMANN home24 knuspr.de
 OTTO P PENNY. PICNIC
 POCO ShopApotheke zalando

breuninger cyberport
 DEICHMANN dm DOUGLAS
 fressnapf Kaufland KÖLLE ZOO LIDL
 Louis MediaMarkt NBB
 OBI REWE ROSSMANN
 SATURN SportScheck ZooRoyal

Retail Media Networks

amazon ads

dmr Advertising DOUGLAS Marketing Solutions

LAYA MEDIA MediaMarktSaturn Retail Group

OBI FIRST MEDIA GROUP OTTO Advertising

REWE GROUP RETAIL MEDIA CONNECT SCHWARZ MEDIA ZMS

Netzwerk-Vermarkter

BrandLogistics.NET cmmrcl.ly

CRITEO FRAMEN

INOVISCO kairion

LAYA MEDIA Marketing of Moments

SCALA VIEWENTO

Agenturen

CROSSMEDIA

dentsu DEPT.

FRONT ROW

groupm

HAVAS Media Network it works group

jellyfish J media

Offsite Publisher / -Vermarkter

AdAlliance bonial.de
 kaufDA | MeinProspekt

Google kleinanzeigen

media impact Meta

offerista Pinterest

seven.one MEDIA STRÖER

TikTok united internet media

AdTech Provider

— Ad Server / DSP / (Onsite) Bid & Campaign Management / SSP —

adform adhese ADNUNTIUS

amazon ads CitrusAd CRITEO FIL

Google KENSHOO SKAI kevel LOCATRICS

Microsoft Advertising ONE TECH GROUP PACVUE Pentaleap

PubMatic retailmediatools SCALA socoto

theTradeDesk VIRTUAL MINDS

Data

— Data Providers / Data Services —

ACXIOM adality

ADNUNTIUS ADVERTIMA

CATAPULT by FRONT ROW CRITEO

CYREEN dimedis GLOBAL GROUP

/LiveRamp ONE TECH GROUP

remdash snowflake

united internet media ZEOTAP

MEDIABRANDS MEDIA Central

metoda

OMG Omnicom MediaGroup pilot

PUBLICIS GROUPE REIN BOLD ROST

Remazing

SERVICEPLAN GROUP HOUSE OF COMMUNICATION

WEISCHER