

BVDW Market Landscape – Retail Media



Retailer

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

ABOUT YOU
amazon
DocMorris
flaschenpost
OTTO
ShopApotheke
zaland

breuninger
dm
DOUGLAS
fressnapf
Kaufland
KÖLLE ZOO
LIDL
Louis
MediaMarkt
NBB
notebooksbilliger.de
OBI
REWE
ROSSMANN
SATURN
SportScheck

Retail Media Networks

amazon ads
dmr Advertising
DOUGLAS Marketing Solutions
LAYA MEDIA
MediaMarktSaturn Retail Group
OBI FIRST MEDIA GROUP
OTTO Advertising
SCHWARZ MEDIA
ZMS

Network Marketers

BrandLogistics.NET
cmmrcl.ly
CRITEO
FRAMEN
INOVISCO
kairion
LAYA MEDIA
Marketing of Moments
SCALA
VIEWENTO

Agencies

CROSSMEDIA
dentsu
DEPT.
FRONT ROW
groupm
HAVAS Media Network
it works group
jellyfish
media

Offsite Publisher / Marketers

AdAlliance
bonial.de
kaufDA | MeinProspekt
Google
kleinanzeigen
media impact
Meta
offerista
Transforming Retail
Pinterest
seven.one MEDIA
STRÖER
TikTok
united internet media

AdTech Provider

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

adform
adhes
ADNUNTIUS
amazon ads
CitrusAd
CRITEO
FII
Google
kevel
LOCATRICKS
Microsoft Advertising
ONE TECH GROUP
PACVUE
PubMatic
retailmediatools
SCALA
skai
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