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Press release

## **dmr Advertising, the 360° Retail Media Unit of DocMorris, Expands Retail Media Offering with Criteo to Include Native Video Ads**

**The retail media unit of Germany's best-known healthcare platform is one of the first providers in the DACH region to offer advertising brands a comprehensive full-funnel advertising service.**

Criteo S.A., the commerce media company, and dmr Advertising, the 360° retail media unit of DocMorris, Germany's best-known healthcare platform and one of the largest online pharmacies, are expanding their retail media partnership with the market-wide introduction of Native Video Ads (Onsite Video Ads) for all advertising brands. This innovative format enables brand partners to increase the visibility of their brands among consumers at the beginning of their purchasing decision process and increase traffic to their products. Together with Sponsored Product Ads and Native Brand Ads (Onsite Display Ads) launched in 2023, dmr Advertising now offers brands and agencies a comprehensive full-funnel advertising offering, from awareness to conversion generation. This further increases its potential by combining various solutions.

Native Video Ads combine brand video components and product elements, allowing for the fastest path to purchase. In a unique way, they demonstrably increase consumer awareness of the product and the brand. In close cooperation with Criteo, dmr Advertising implemented the innovative video format on its websites and successfully tested it on its search and category pages over a period of 9 months. dmr Advertising is now also offering placements on the homepage for the launch of Native Video Ads, in order to best support brands, particularly when introducing new products.

"Our brand partners express great demand for video formats, as they contribute to increasing brand awareness, user engagement and product perception more than any other tool," said Björn Wolak, General Manager, dmr Advertising. "With Criteo, we have now created an unparalleled offering for brands in the German-speaking market. Through Native Video Ads, brands can optimally highlight their products on our website, drive product discovery and track end-to-end metrics from impression to product purchase. At the same time, we are improving the user experience for our customers, for whom Native Video Ads is a helpful guide to products and brands they might not have otherwise discovered."

"We are delighted to expand our collaboration with dmr Advertising with the launch of Native Video Ads and to continuously increase the monetisation potential of the DocMorris websites," added Sander Mes, Managing Director Enterprise for DACH and MEA at Criteo. "Full funnel solutions and advertising formats along the entire digital path-to-purchase are now available to DocMorris advertisers. This means all individual marketing goals can be achieved, from awareness generation to conversions."

"When dmr Advertising introduced us to Native Video Ads as a new awareness generation tool on their sites, we were convinced of the format's potential right from the start. We found the opportunity to test video directly in an environment of in-market users to be innovative and promising."

## DocMorris

We were totally convinced by the results of the test campaigns. We were able to more than double the conversion rate during the campaign compared to static ads,” said Dr. Sebastian Vögler, General Manager Digital Media Consulting at WEFRA LIFE MEDIAPLUS GmbH & Co.KG.

Native Video Ads (Onsite Video Ads) are now available on the category and search results pages as well as on the DocMorris homepage for advertising brands. Further positioning options are being planned.

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### DocMorris

DocMorris stands for customer-centred, innovative services and a wide range of digital healthcare products. These range from quickly making appointments to see a doctor online on the TeleClinic telemedicine platform to pharmaceutical advice and the supply of prescription and over-the-counter medicines and healthcare products from Germany's best-known online pharmacy. In addition, there is the marketplace with a broad complementary range of remedies and aids as well as products from the areas of nutrition, beauty and family. DocMorris thus provides its customers with easy access to comprehensive healthcare services in one place with just one click. In the Germany segment, the Swiss company DocMorris AG generated external sales of CHF 976 million in 2023 with currently 10 million active customers.

### Criteo

Criteo (NASDAQ: CRTO) is the global commerce media company that enables marketers and media owners to drive better commerce outcomes. Its industry leading Commerce Media Platform connects thousands of marketers and media owners to deliver richer consumer experiences from product discovery to purchase. By powering trusted and impactful advertising, Criteo supports an open internet that encourages discovery, innovation, and choice. For more information, please visit [www.criteo.com](http://www.criteo.com).