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Media release

DocMorris launches retail media offer with Criteo

- **Partnership with global commerce media company Criteo**
- **Exclusive cooperation in the area of Sponsored Product Ads**
- **DocMorris bundles retail media business in central marketing unit "dmr Advertising"**
- **Leading offer for advertising brand manufacturers in the area of online pharmacies**

DocMorris, Germany's best-known health platform and largest online pharmacy, has entered into a cooperation for retail media advertising with Criteo, the commerce media company. Criteo will act as a partner for sponsored product ads and native brand ads on the DocMorris and medpex webshops in Germany using its own platform technology. The cooperation is to be expanded quickly to include other innovative formats – such as native video ads.

With over 195 million online shop visits in the first half of 2023 and a brand awareness of over 60 percent, DocMorris offers the right environment to place a differentiated product portfolio with a wide reach. The creation of a central marketing unit and the retail media launch on DocMorris as well as medpex follows an intensive one-year preparatory phase in order to ensure in the implementation that customers can shop safely and with their privacy protected and at the same time advertisers can promote their products at the point of sale. The targeted use of the different retail media advertising formats by dmr Advertising supports brands and manufacturers in offering the right offer at the right time and in increasing the reach and visibility of the products along the entire customer journey.

Sponsored Product Ads (SPA) offer native advertising opportunities to increase sales with high Return on Ad Spend (ROAS) and transparent analytics. Native Brand Ads combine branding and product elements to increase brand awareness and attention at the point of sale. This is also where education and awareness strategies with Native Video Ads for advertising brand manufacturers come in – a first test is already underway.

"The demand for performance-oriented advertising on our platforms and beyond is tremendous. With the launch of our retail media marketing unit dmr Advertising, we are giving the go-ahead for the development of a high-performance retail media business and are also advancing this growth area in the healthcare market. In Criteo, we have not only found a partner that offers us the required and scalable technology but the team has also dealt intensively with the specific requirements of our industry. In close collaboration we have developed a specific solution for DocMorris. With our data and Criteo's expertise, we will develop innovative marketing concepts for our partners," said Matthias Peuckert, Head Germany at DocMorris.

"By implementing our platform technology on the DocMorris and medpex sites, DocMorris takes a leading role in the online pharmacy segment in Europe. This demonstrates the huge potential of retail media beyond classic retail verticals, which will give an additional boost to the already strongly growing discipline as a whole," said Sander Mes, Managing Director Enterprise Central Europe at Criteo.

DocMorris

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DocMorris

The DocMorris healthcare platform is a wholly owned subsidiary of the Swiss DocMorris AG, which generated external sales of 1,081.6 million euros in the Germany segment in 2022 with currently 9 million active customers. The platform encompasses all activities related to digital holistic healthcare – from the diagnosis at the online doctor's visit to the pharmaceutical consultation and the required medication, healthcare product or digital solution. The DocMorris health platform is the market leader in online pharmacies as well as the leading provider of health tech solutions in the prescription process and in telemedicine. DocMorris thus creates easy access to all health services in one place for customers with just one click.

Criteo

Criteo (NASDAQ: CRTO) is the global commerce media company that specialises in generating better commerce results for marketers and media owners. Criteo creates connections between thousands of marketers and media owners through its market-leading commerce media platform that enriches consumers' online experiences from product discovery to purchase. By offering trusted and effective advertising, Criteo simultaneously promotes a fair, open Internet that enables discovery, innovation and choice. For more information, visit www.criteo.com/de.