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Press release

dmr Advertising, the 360° Retail Media Unit of DocMorris, announces strategic partnership with LiveRamp

dmr Advertising, the 360° retail media unit of DocMorris, Germany's best-known healthcare platform and one of the largest online pharmacies, has teamed up with LiveRamp, the leading data collaboration platform. dmr Advertising will leverage LiveRamp to enhance its offerings for advertisers, as well as to offer improved measurement for advertisers inside major social platforms, accelerating the growth of DocMorris's Retail Media Network (RMN). Additionally dmr Advertising will partner with LiveRamp to further scale its media network, enabling dmr Advertising to provide its leading capabilities to more advertiser partners.

Accelerating Retail Media Business with LiveRamp

dmr Advertising aims to leverage LiveRamp to accelerate its Retail Media business, bringing its Retail Media Network to the next level. LiveRamp will help to supercharge advertisers' activation capabilities across the digital advertising ecosystem, including major social platforms, Connected TV (CTV), and anywhere consumers are spending their time. Advertisers leveraging DocMorris's Retail Media Network will be able to better reach and engage their customers, improving the results of their marketing.

Furthermore, the LiveRamp Clean Room, powered by Habu, will help to enable privacy-conscious, cross-cloud data collaboration, helping marketers to maximize the value of their first-party data while unlocking synergies and efficiencies, enabling them to drive their campaigns forward.

Measurement and insights for improved advertising performance

LiveRamp's Data Collaboration Platform will help to enable unified measurement and insights for DocMorris's Retail Media Network, offering an unparalleled, holistic view of performance data across all advertising channels, helping advertisers drive strategic decisions with the most comprehensive data and insights.

Improved measurement within social platforms

As part of LiveRamp's Data Collaboration Platform, dmr Advertising will enable LiveRamp's measurement solution for major social platforms, enabling accurate evaluation of campaigns within these closed environments. Unlike traditional solutions, this technology offers unique visibility into the real impact of advertising, enabling advertisers to better understand user behaviour in these spaces and adjust their strategies accordingly for greater effectiveness.

"This partnership with LiveRamp is crucial for us to fully leverage the potential of our 1st party transactional data in order to enhance the effectiveness of our advertising campaigns. Safe Haven and the walled gardens measurement solution are essential tools for strengthening our leading position as Retail Media Network in the healthcare sector and offering added value to our advertisers" said Björn Wolak General Manager, dmr Advertising

"By integrating a foundation of secure, privacy-enhancing technology, LiveRamp is helping Doc Morris bring highly valuable data together with advertisers in new ways. Advertisers can now uncover new

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customer insights + gain access to coveted social media data, as well as prove the ROI of retail media spend overall,” said Kolja Brosche, Country Manager Germany LiveRamp.

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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.

LiveRamp

LiveRamp is the data collaboration platform of choice for the world's most innovative companies. A groundbreaking leader in consumer privacy, data ethics, and foundational identity, LiveRamp is setting the new standard for building a connected customer view with unmatched clarity and context while protecting precious brand and consumer trust. LiveRamp offers complete flexibility to collaborate wherever data lives to support the widest range of data collaboration use cases—within organizations, between brands, and across its premier global network of top-quality partners.

Hundreds of global innovators, from iconic consumer brands and tech giants to banks, retailers, and healthcare leaders, turn to LiveRamp to build enduring brand and business value by deepening customer engagement and loyalty, activating new partnerships, and maximizing the value of their first-party data while staying on the forefront of rapidly evolving compliance and privacy requirements. LiveRamp is based in San Francisco, California with offices worldwide.

Learn more at [LiveRamp.com](https://liveramp.com).