



## MediaMarktSaturn Partners with Criteo to Power their Retail Media Solution

*Criteo's platform technology topped tests and is set to go live in 13 countries in Q4 2022*

**Munich – September 15, 2022** – [Criteo](#) S.A. (NASDAQ: CRTO), the commerce media company, today announced a retail media advertising partnership with [MediaMarktSaturn](#), Europe's leading consumer electronics retailer. Criteo will be the exclusive partner of choice for Sponsored Product Ads across all European markets MediaMarktSaturn operates in, allowing brands to buy exclusive on-site inventory, utilizing the retailer's first-party data.

Sponsored Product Ads connect users with relevant products on the MediaMarktSaturn platform with the objective of driving greater sales growth and increase return on ad spend (ROAS) for brands, marketplace sellers and agencies. Working with Criteo, MediaMarktSaturn is focused on opening new streams of revenue, offering a rare 'win-win-win' scenario for the entire ecosystem. The partnership follows a period of assessment and testing, which resulted in Criteo delivering the best performance and the right commercial alignment to MediaMarktSaturn's ambitions.

Criteo's Retail Media platform technology will be integrated across MediaMarktSaturn's 15 European labels as part of a three-year partnership agreement. Advertisers will be able to promote their products via native product ads on MediaMarkt and Saturn. Placements will be positioned on the homepages, category & search listings, product detail pages and alongside the shopping baskets. In Germany, where both the MediaMarkt and Saturn labels are active, Criteo's Marketplace solution will also be deployed.

As part of the agreement, Criteo will drive incremental brand & agency budgets through its client solutions teams across Europe, working collaboratively with MediaMarktSaturn's in-house marketing, trade and sales teams.

"Delivering a seamless Omnichannel experience is paramount for our company and its why we have integrated over 1,000 fixed-location stores with our online sales platform. Working with Criteo, we now have the best-in-class retail media outfit to deliver on our brand promise" said Torsten Ahlers, Managing Director Retail Media, MediaMarktSaturn.

By year end, Criteo's platform technology is aimed to be live across all MediaMarktSaturn labels in Germany, The Netherlands, Spain, Italy and Austria, as well as further deployments completed across Belgium, Hungary, Poland, Portugal, Sweden, Switzerland, Luxembourg and Turkey.

"We're delighted that MediaMarktSaturn has chosen Criteo as its technology partner to continue to drive incremental growth over the coming years. Working with the European market leader in Consumer Electronics provides an exciting opportunity and it's great to collaborate with retail experts like Torsten and his team" said Jill Orr, Managing Director EMEA, Retail Media at Criteo. "In-

store sales are the backbone of MediaMarktSaturn's business, positioning it to take advantage of the retail media movement, leveraging the power of offline data to establish a closed loop view of the customer."

Criteo has continued to strengthen its Retail Media business over the past year with collaborations across categories including consumer electronics. The partnership with MediaMarktSaturn puts Criteo in a strategic position to expand its reach with marketers and agencies - leading the way in commerce marketing. For more information on Criteo's retail media solutions and ecosystem, visit [here](#).

**ENDS**

#### **About 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 22,000 marketers and thousands of 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).

#### **About MediaMarktSaturn Retail Group**

The MediaMarktSaturn Retail Group is Europe's leading retailer of consumer electronics and related services. With its portfolio of formats and brands, MediaMarktSaturn responds flexibly to the demands of different customer groups and countries. The company includes the core brands MediaMarkt and Saturn, which comprehensively network their approximately 1,000 stationary stores in 13 European countries with online sales platforms. The company's own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 52,000 people and is majority-owned by CECONOMY AG.

#### **Press contact**

Florian Herzing  
PR Director EMEA  
[f.herzing@criteo.com](mailto:f.herzing@criteo.com)