



DocMorris Launches Retail Media Offering with Criteo

Germany's largest online pharmacy offers brand advertisers comprehensive advertising inventory on DocMorris and medpex

Munich - September 20, 2023 - [Criteo](#) S.A. (NASDAQ: CRTO), the commerce media company, today announced a retail media advertising partnership with DocMorris, Germany's best-known healthcare platform and largest online pharmacy. Criteo will implement its platform technology for Sponsored Product Ads and Native Brand Ads on the DocMorris and medpex webshops in Germany. The partnership is exclusive for Sponsored Product Ads. The collaboration is planned to be expanded quickly to include other innovative formats - such as Native Video Ads.

The launch on DocMorris and medpex coincides with the creation of DocMorris' central marketing unit "dmr Advertising" and follows a one-year preparatory phase to ensure that consumers can shop safely and in a privacy-safe way and advertisers can promote their products at the point of sale. With access to the diverse advertising formats, brands and manufacturers get enabled to provide the right offers at the right time and to increase the reach and visibility of 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 and thus serve 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 - an initial 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," said Matthias Peuckert, Head Germany at DocMorris. "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."

"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.

For more information on Criteo's retail media solutions and the retail media ecosystem, click [here](#).

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 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

About 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.

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