



## Criteo Partners with Lidl to Expand Onsite Retail Media

*The partnership between the two companies in Germany opens up a wide range of new features and onsite placement options for brands to help them achieve their advertising goals*

**Munich, May 19, 2026** – [Criteo](#) (NASDAQ: CRTO), the global commerce intelligence platform, today announced it is partnering with the Lidl to expand its onsite retail media offering in Germany. The aim of this partnership is to enhance the retail media capabilities on Lidl.de and to create new high-performance advertising opportunities for brands and agencies. Criteo will also act as the exclusive demand partner for the inventory on Lidl.de.

Through this partnership, brands and agencies will be able to access a wide range of new advertising options on Lidl.de to efficiently reach relevant shoppers throughout the path to purchase. These include Sponsored Product Ads, which are natively integrated into the website and allow brands to reach high-intent consumers at the very moment they are making their purchase decisions. This will enable brands to measurably increase visibility and sales at the point of purchase. In addition, advertisers will be able to leverage Onsite Display Ads, which target shoppers during the consideration phase. Thanks to a combination of branding and product, this can help increase brand awareness directly on the Lidl site.

“Brands and agencies continue to show strong interest in high-performing retail media offerings from the market’s leading retailers,” said Corinna Hohenleitner, Managing Director Retail Media for Germany, Austria and Switzerland at Criteo. “We are delighted to be able to bring our long-standing expertise, leading technology and marketing capabilities to the partnership. With access to Lidl’s online inventory, advertisers will be able to find exactly the measurable, high-reach and performance-driven advertising opportunities they are looking for.”

You can find further information about Criteo’s retail media solutions and retail media ecosystem [here](#).

### About Lidl

Lidl is a part of the Schwarz Group with headquarters in Neckarsulm, Germany, and is one of the leading food retailers in Germany and Europe. Lidl currently operates around 12,600 stores and more than 230 goods distribution and logistics centers in 31 countries and employs over 382,400 people.

At Lidl, we value an optimal price-performance ratio for our customers. Simplicity and process orientation determine the daily activities in the stores, the regional distribution centers and the national headquarters.

Lidl takes responsibility for people, society and the environment in its daily activities. For Lidl, sustainability means fulfilling its quality promise anew every day.

Performance, respect, trust, grounded and belonging are Lidl's corporate values, which are at the heart of our corporate culture, shape our daily actions and form the basis for our entrepreneurial success.



Lidl achieved store sales of 132.1 billion euros in fiscal year 2024. The companies in the Schwarz Group generated total sales of 175.4 billion euros in fiscal year 2024.

**About Criteo**

Criteo (NASDAQ: CRTO) is the global commerce intelligence platform that drives performance for brands, agencies, retailers, and publishers. Built on proprietary commerce data from more than \$1 trillion in annual sales and two decades of AI innovation, Criteo helps companies across the ecosystem make smarter decisions and achieve better outcomes, while delivering more relevant experiences for shoppers. With thousands of clients and deep partnerships across global retail and digital commerce, Criteo provides the technology and insights businesses need to compete and grow. For more information, please visit [criteo.com](https://criteo.com).

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