

## Corporate News

### MediaMarktSaturn expands its retail media offering with Self-Service

MediaMarktSaturn is introducing Self-Service, an important strategic development in its retail media offering. This provides partners, customers and agencies with new and huge potential in campaign management. Campaigns can now be controlled directly by customers themselves, monitored in real time and optimized at any time according to their own needs.

**Ingolstadt, 16 November 2023**

MediaMarktSaturn, with over 2.2 billion customer contacts per year across all channels, offers its partners, customers and agencies classic retail media products such as Sponsored Product Ads (SPA) or A+ Content combined with highly professional reporting and analysis options. MediaMarktSaturn is now one of the first providers in the retail media sector in Europe to offer a Self-Service for Sponsored Product Ads. The Self-Service has already been successfully introduced in Germany and is being used by the first partners. Final preparations are currently underway in Spain, Italy, the Netherlands and Austria, where the Self-Service will also go live shortly.





"In today's fast-paced world, it is crucial to be flexible and to be able to react to changes in real time," says Torsten Ahlers, Managing Director Media-Saturn Marketing GmbH, explaining the new product. "With our Self-Service, we offer our customers exactly that: control and optimization in real time according to their individual needs. At the same time, we are giving agencies specializing in retail media an exciting opportunity to further professionalize and expand their offerings in this area."

In addition, MediaMarktSaturn's managed service offering will continue to be available to partners and customers, with campaign management, reporting and recommended adjustments being carried out by MediaMarktSaturn's retail media experts in consultation with the customer. "However, in order to be able to serve the 'long tail' and sustainably increase volumes, Self-Service is fundamental for us and an important strategic step," adds Torsten Ahlers.

The expansion of Retail Media plays a central role in MediaMarktSaturn's corporate strategy in order to sustainably improve the Group's profitability. Gross profit from the Retail Media business is expected to increase almost tenfold to around €45 million by the 2025/26 financial year.

### **About MediaMarktSaturn Retail Group**

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. As part of its strategic realignment, the company is now redefining this category: MediaMarktSaturn is using the term "Experience Electronics" to describe its repositioning and, at the same time, the range of services it offers its customers. With its portfolio of formats and brands, the electronics retailer is focusing on customer experience and personal advice. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,000 stationary stores in 11 European countries with online sales platforms, claiming market position 1 or 2 in eight European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 50,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around EUR 21.8 billion in fiscal year 2021/22, with online sales accounting for around a quarter of this figure. With 2.2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. For more information, visit [www.mediamarktsaturn.com](http://www.mediamarktsaturn.com). (Data as of 30 September 2022, figures for 2022/23 will follow on 18 December 2023)

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