

Retail Media

Impact where
decisions are made

Media-Kit 2026

● SEPTEMBER 2025



Where impact occurs at the moment of purchase



Reach in Healthcare & Beauty



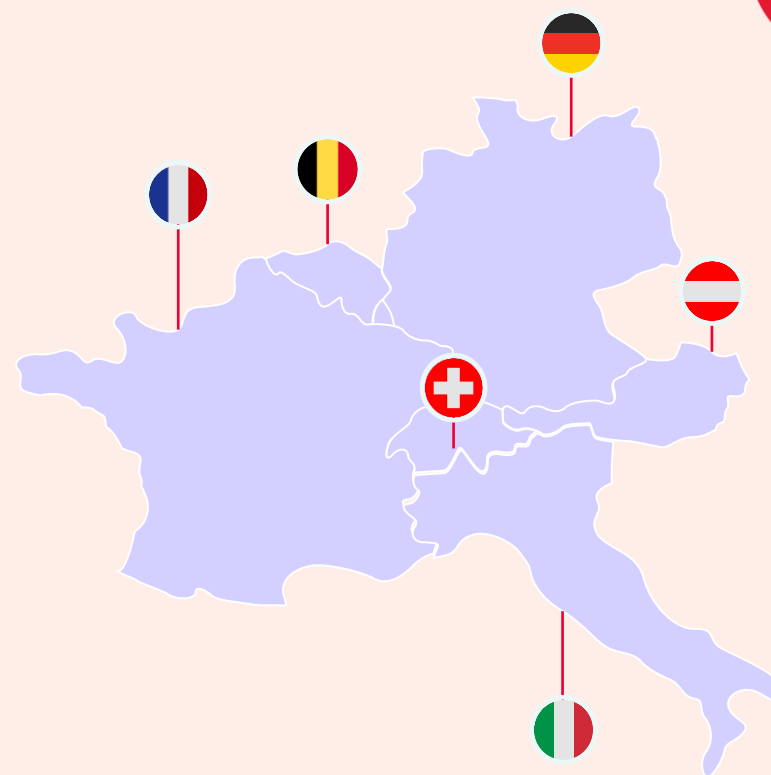
First-party data



Brand-safe environment



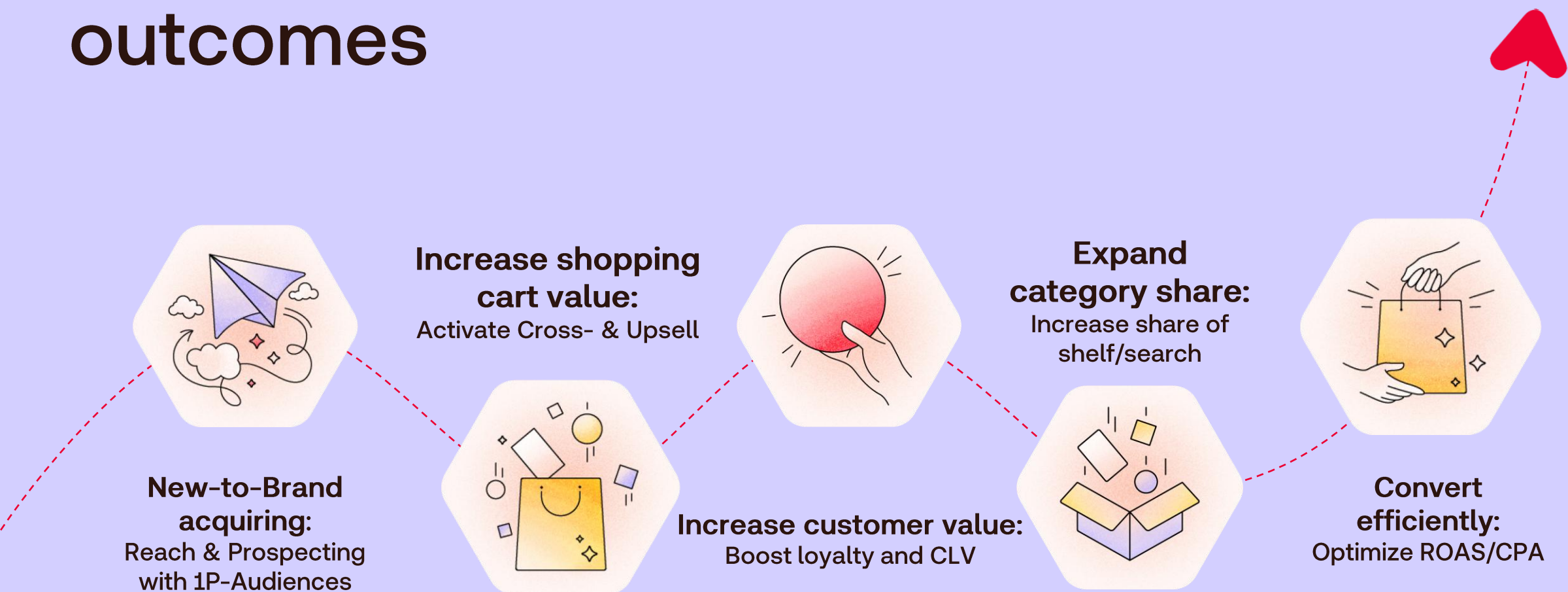
Full-funnel measurability





Outcome-driven retail media

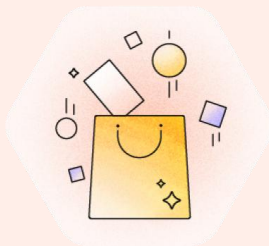
Goals along the funnel, focus on outcomes



● ONE FRAMEWORK, MULTIPLE OBJECTIVES



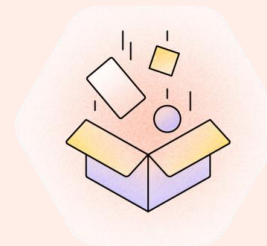
Acquire new-
to-brand
customers



Increase
shopping cart
value



Increase
customer
value



Expand category
share



Convert
efficiently



Consumer
behavior

Creating future demand

I am considering
buying this product
if an opportunity arises

Convert existing demand

The product is top
of mind just before
the purchase decision

I purchase the product,
since it is physically
and mentally available



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Marketing KPI

Uplift in Consideration / Purchase Intent

Uplift in New-to-Brand (NTB) Share

Uplift in Top of Mind Awareness

Uplift in Conversion Rate



Media Indicator

Targeted Impressions/ eCPM, VTR/CpV

Share of Voice

CPC/CTR

CVR / ROAS





Overview of Ad Types

Creating future demand

Convert existing demand

Branding

Engagement

Performance

Onsite Display Ads

Onsite Product Discovery Ads

Onsite Product Discovery Ads

Offsite Programmatic Ads

CRM Media

Onsite Search Ads

Offsite Video & Audio Ads

Branded Content

CRM Media

CRM Media

Offsite Programmatic Ads

Branded Content

Offsite Search Ads

Retail Insights & Data Products



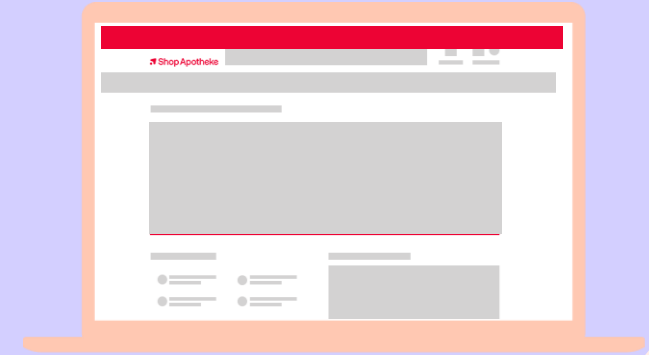


Overview of Ad Solutions

Branding

Header Banner

Onsite Display Ads



Your message first – on every relevant page.

WHY

- **Visibility at the moment of decision:** at the top of every page.
- **Ideal for promotions and special offers:** prizes, vouchers, shipping deals.
- **Strengthens brand** presence through high reach and recognition.

HOW

- **Top-of-page placement:** prominent header, immediately visible.
- **Clear and attention-grabbing:** short messages, clear CTAs.
- **Reach control** via impression goals, without targeting.
- Recommended: **Flighting around promotions**

Key-KPIs

- Impressions, CPM, optional: CTR, Clicks

Facts

- Billing: CPM
- Placement: All page types except Basket & Checkout



Homepage Hero Banner*

Onsite Display Ads



The premium appearance on the home page: 100% above the fold.

WHY

- **Maximum visibility at the POS:** premium location right at the entrance to the shop.
- **Boost for brands and launches:** Ideal for awareness, promotions and seasonal launches.
- **More qualified traffic:** High click-through and engagement rates lead users deeper into the purchasing process.

HOW

- 100% above the fold: Large, unmissable format above the content.
- Reach without detours: daily impression goals, with and without targeting.
- Seamlessly integrated: display on webshop desktop & mobile (+ App *Hero Banner* available from 2026).

Key-KPIs

- Impressions, CPM, optional: CTR, Clicks

Facts

- Billing: CPM
- Placement: Homepage / Entry Screen



Onsite Display Booster*

Onsite Display Ads

Reach in Turbo: one motif, many slots, maximum visibility.



WHY

- **Rapid reach expansion** throughout the shop: ideal for launches and short promotional campaigns.
- **Top-of-mind at the point of sale:** prevents customers from switching to competitors.
- **Strong push for new brands/products** through high repeat contact.

HOW

- **Rotating playback:** one message, many touchpoints.
- **Reach control** via impression goals, with and without targeting.
- **Kick-starts campaigns** and accelerates the funnel through early awareness pressure.

Key-KPIs

- Impressions, CPM, optional: CTR, Clicks

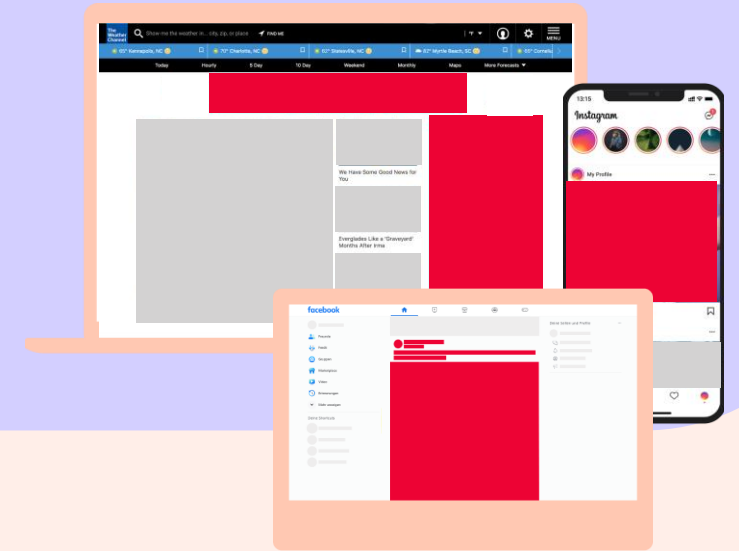
Facts

- Billing: CPM
- Placement: Homepage, category pages, PDP, Basket



Offsite Display & Social

Offsite Programmatic Ads



Shop data meets reach: Awareness outside the shop that works.

WHY

- **Build broad brand awareness:** ideal for launches, seasonal events, promotions.
- **Use high-quality target groups** (shop users, lookalikes) for qualified reach.
- **Generate data for follow-up activations** (re-/prospecting), measurable right down to the shop.

HOW

- Orchestrated via **social & programmatic display/video ads, DOOH.**
- **Audiences:** shop user retargeting, lookalike models, interests/context.
- **Efficient budget control** via CPM, Frequency Capping.
- **Brand Safety & Compliance:** DSGVO-compliant (CMP-based).

Key-KPIs

- Impressions, CPM, CTR / Clicks (Display), VTR (Video), optional Traffic-Uplift in the shop

Facts

- Billing: CPM
- Placement: Meta, Google, Open Web, DOOH / waiting room



YouTube, CTV & Digital Audio

Offsite Video & Audio Ads

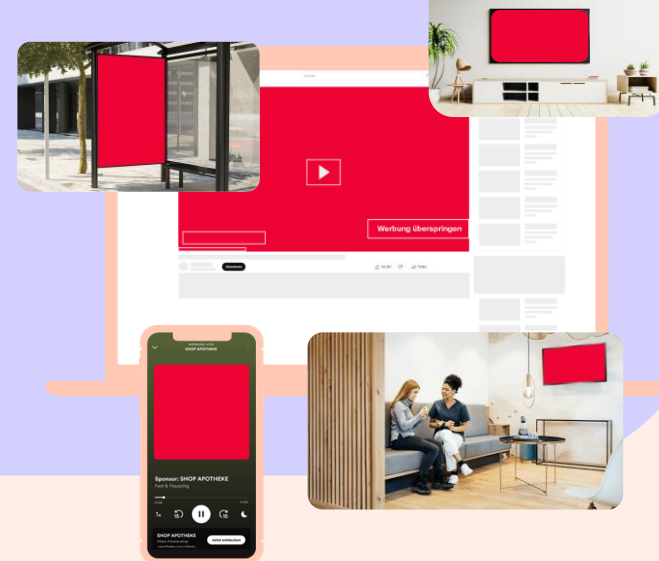
Moving images & audio with shop data: maximum reach, real impact.

WHY

- **Broad awareness & emotion:** Moving images/audio extend campaigns in attention-grabbing environments.
- **Incremental reach outside the shop:** ideal for launches, seasonal events, promotions.
- **Qualified contacts** thanks to shop user signals.

HOW

- **Orchestrated mix:** YouTube (In-Stream, Bumper, Shorts), CTV (Premium inventory in TV-Apps/Broadcasters), Digital Audio (e.g. Spotify, Audio networks).
- **Intelligent targeting:** Shop-Retargeting, Look-alikes, Interests/Keywords.
- **Brand Safety & Compliance:** Whitelists, DSGVO/CMP-compliant.



Key-KPIs

- Video Views (VTR/CPV), CPM, Listen-Through-Rate & Audio-Impressions

Facts

- Billing: CPM
- Placement: YouTube, Audio-Networks / Spotify, CTV



Standalone Newsletter

CRM Media

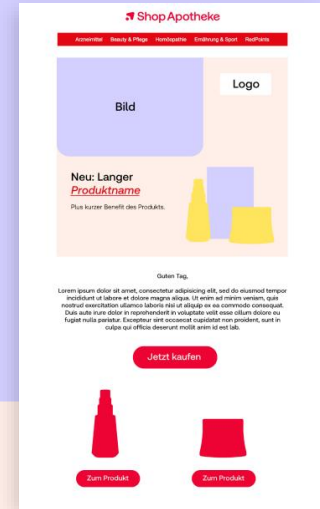
One message. One sender. Full attention in the inbox.

WHY

- **Exclusive environment 1:1:** Your brand is the sole focus.
- **Ideal for launches and promotions:** storytelling plus a clear call to action.
- **Qualified contacts:** opt-in subscribers with a high propensity to purchase.
- **Trust and loyalty:** value-added content strengthens brand preference.

HOW

- **One theme, one brand:** clear creative with hero visual & CTA.
- **Target group selection:** entire list or segments (e.g. category interest, buyers, re-engagement).
- **Clean measurement & deliverability:** frequency cap, unsubscribe logic, GDPR/double opt-in.



Key-KPIs

- Open rate, Clicks, CTR

Facts

- Billing: Fixed Price (range-dependent)
- Placement: Mail Inbox



Brand Store (Classic/Premium)

Branded Content

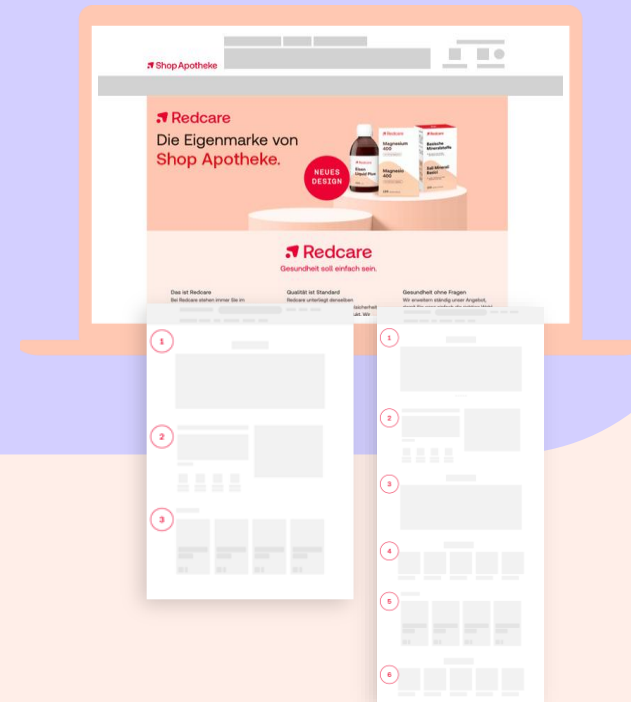
The brand world in the shop: from a strong landing page to an interactive experience.

WHY

- **More conversions** thanks to a professional, brand-consistent landing page.
- **Emotional storytelling** builds trust and sets you apart from the competition.
- More appeal & qualified traffic: **longer dwell times, more clicks in the shopping basket.**

HOW

- **Classic:** Hero teaser with USP & call-to-action, product highlights/grid (top sellers, bundles), USPs & brand story as content block, deep links to category/product/promo landing page.
- **Premium:** Everything from Classic plus: video/interactive modules, animated rich media, incl. Search Infeed Banner Brand



Key-KPIs

- Page views of the brand store, CTR to linkouts

Facts

- Billing: Fixed Price (depending on scope/setup)
- Placement: Brand store pages only





Overview of Ad Solutions

Engagement

Native Cross-Sell Banner*

Onsite Product Discovery Ads



For visibility in the category: clicked more often, sold faster.

WHY

- **Visibility with high purchase intent thanks to native banner placement** on PDP & shopping basket.
- Targeted **cross-selling effects** within matching product worlds.
- **Increases shopping basket value & sales** of focus, seasonal, and complementary items.

HOW

- Rotation on **product detail pages** and **shopping basket page** within the relevant category.
- **Uniform display** on desktop, mobile and app for consistent user engagement.
- Use cases: **Promoting top sellers, seasonal highlights, sales.**

Key-KPIs

- Impressions, Clicks, CTR

Facts

- Billing: CPM
- Placement: PDP, Basket



Sponsored Listing Ad - Homepage*

Onsite Product Discovery Ads



Natively recommended: clicked more often, sold faster.

WHY

- **Purchase impulse** at the start of the journey.
- **Native product tiles** on the homepage create trust and orientation.
- **Ideal for launches, focus articles and promotions.**

HOW

- Homepage below the fold in the **‘Our Products of the Month’ carousel.**
- Fixed price (HP), without targeting on the homepage for broad, high-quality reach.
- Use cases: **promoting top sellers, seasonal highlights, remaining stock/clearance sales.**

Key-KPIs

- Impressions, Clicks, CTR

Facts

- Billing: Fixed Price (HP)
- Placement: Homepage



App Spotlight Ad*

CRM Media



The fastest stage for your campaign – right when the app launches.

WHY

- **Maximum visibility** for heavy buyers: app users are our most loyal customers.
- **Immediate impulse** to buy for promotions, launches and coupons.
- **Fast, broad reach** in a short time.

HOW

- **Full-screen interstitial directly upon app launch/home screen:** 100% above the fold.
- **Impression-driven, with CRM audience targeting** and frequency capping per user.
- Deep links to product / landing page, clear CTA.

Key-KPIs

- Impressions, Clicks, CTR

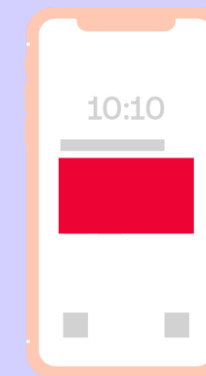
Facts

- Billing: CPM
- Placement: App Home / Entry Screen



App Push Notification*

CRM Media



Directly to the lock screen – one tap to purchase.

WHY

- **Increase purchase frequency** among our most active customers (app users).
- **Instant reach in minutes:** perfect for flash deals, back-in-stock items, new products and reminders.
- **Native system messages** generate high attention and trust.

HOW

- **Delivery as a push notification to opt-in app users** on the lock screen and in the notification centre with CRM audience targeting.
- **Ideal in combination with inbox messages.**
- **Short and clear:** title + 1–2 lines of text + CTA.

Key-KPIs

- Openings, Clicks, CTR

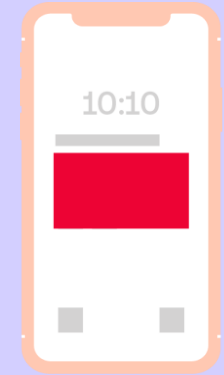
Facts

- Billing: CPM
- Placement: Lock screen & notification centre, inbox message optional



App Inbox Message*

CRM Media



Persistent message in the app inbox – visible until she clicks.

WHY

- **Upsell & cross-sell to heavy buyers:** directly in the target group with the highest propensity to buy.
- **More time for messages:** visible longer than push notifications, ideal for education, bundles, promotions.
- **Highly trustworthy & native:** looks like a message, not advertising.

HOW

- **Message card in the app inbox:** permanent for the selected period.
- **Targeting CRM audiences**
- **Optional reminder push** increases openings.

Key-KPIs

- Openings, Clicks, CTR

Facts

- Billing: CPM
- Placement: Inbox in the app, push notification optional



Reviews & Ratings Booster*

Branded Content



Real voices. Real impact: more reviews, more conversions.

WHY

- **Social proof increases conversion:** authentic experiences have a stronger impact than advertising.
- **Trust and security**, especially for new products or items with few reviews.
- **Sustainable content basis on PDPs** (positive for SEO and repurchase rate).

HOW

- **Activation of verified, selected testers** to submit a review.
- **Fixed campaign volume** (e.g. 50 reviews) across defined SKUs, including reminder waves.
- **Moderation & compliance:** legally compliant publication directly on the PDP.

Key-KPIs

- New reviews (#) & star rating

Facts

- Billing: Fixed Price (depending on the setup)
- Placement: product detail pages (PDPs)





Overview of Ad Solutions

Performance

Sponsored Listing Ad - Checkout*

Onsite Product Discovery Ads

Perfect timing just before the purchase: upsell in the shopping basket.



WHY

- **Upsell & cross-sell** at precisely the moment of decision: high willingness to buy.
- **Native product tiles** create trust and act as recommendations.
- **Increases basket value & sales** of focus, seasonal and complementary items.

HOW

- **Below the shopping basket summary** in the carousel.
- **Reach in the conversion environment** with audience targeting.
- Use cases: accessories / add-ons, travel sizes, bestsellers, promotional items.

Key-KPIs

- Clicks, CTR, Conversions, CVR

Facts

- Billing: CPM
- Placement: Checkout



Search Hero Banner

Onsite Search Ads

At the top of the search results: reach that meets purchase intent.

WHY

- **Maximum visibility directly above the search results** at the moment of decision.
- **Strong click & conversion leverage** through prominent placement.
- **Branding + performance:** ideal for launches, seasonal promotions & brand presence in search traffic.

HOW

- **Exclusive slot above search results** on desktop and mobile (soon also in the app).
- **Contextual keyword display** on search pages.
- Clear headline, brief benefit, strong CTA.



Key-KPIs

- Clicks, CTR, Conversions, CVR

Facts

- Billing: CPM
- Placement: search results pages (SERP)



Sponsored Search Infeed Banner

Onsite Search Ads



Right in the middle of the results: where search intent becomes conversion.

WHY

- **Works at the peak of purchase intent:** influences product selection immediately and with minimal wastage.
- More clicks and purchases **thanks to prominent, contextually relevant placement.**
- **Ideal for products with lower awareness or for category dominance.**

HOW

- **Placement in search feed:** Display after result 3 or result 9 (rotation).
- **Keyword cluster targeting:** Predefined brand/category/demand term sets.

Key-KPIs

- Clicks, CTR, Conversions, CVR

Facts

- Billing: CPM
- Placement: Search engine results pages (SERP) on desktop/mobile & app



Sponsored Search Result Top 3*

Onsite Search Ads



Top of the relevant feed: native, right at the moment of purchase intent.

WHY

- **Capture active demand:** appears precisely when users are searching for a solution/product.
- **Increase visibility in competitive categories:** puts products on the shortlist.
- **Boost relevance:** strengthens click signals and supports better organic rankings.

HOW

- **Native display in search feed:** product tile with 'Sponsored' label.
- **Keyword cluster targeting:** predefined brand/category/demand term sets.

Key-KPIs

- Clicks, CTR, Conversions, CVR

Facts

- Billing: CPM
- Placement: Search engine results pages (SERP) on desktop/mobile & app



Sponsored Product Ads*

Onsite Search Ads

Searched. Viewed. Purchased: the conversion driver on the digital shelf.



WHY

- **Pole position in relevant searches** → more clicks, more conversions.
- **Secure market share & relevance:** especially for established SKUs in competitive categories.
- **Trigger additional purchases** in the shopping basket or on the PDP → higher shopping basket value (AOV).

HOW

- Prioritised placement of a PZN via **AI-based search query mapping**.
- **Top positions in the feed: Top 1, 5, 7 and 9** via auction mechanism.
- Ongoing **bid/budget control using 1st price auctions and smart bidding**. 2nd price auctions coming soon.

Key-KPIs

- Clicks, CTR, Conversions, CVR, ROAS

Facts

- Billing: CPC (Bidding)
- Placement: Search engine results pages (SERP) on desktop/mobile & app
- No fixed term guaranteed; it ends once the allocated budget is used up.
- Sold together with Onsite Search Ads.



Sponsored Product Ads*

Onsite Cross Sell Ads

Searched. Viewed. Purchased: the conversion driver on the digital shelf.



WHY

- **Pole position in relevant searches** → more clicks, more conversions.
- **Secure market share & relevance:** especially for established SKUs in competitive categories.
- **Trigger additional purchases** in the shopping basket or on the PDP → higher shopping basket value (AOV).

HOW

- AI-optimized boost of **sponsored products within organic recommendations**
- **Visibility** on the homepage, in categories, on product detail pages, and on the cart interstitial page as an **extension of the search.**

Key-KPIs

- Clicks, CTR, Conversions, CVR, ROAS

Facts

- Billing: CPC (Bidding)
- Placement: CS widgets desktop/mobile & app
- No fixed term guaranteed; it ends once the allocated budget is used up.
- Sold together with Onsite Search Ads.



CRM Lifecycle Campaign*

CRM Media

Whenever supplies are running low.

WHY

- **Increase purchase frequency:** Repeat purchases at exactly the right time.
- **Less churn & out-of-stock moments:** Customers remain loyal to the brand.
- **Highly relevant first-party communication** with minimal wastage.

HOW

- **Behaviour-based triggers:** last order, package size, consumption frequency, next best purchase time.
- **Automatic & personalised:** email (mail inbox), GDPR-compliant (double opt-in, CMP).



Key-KPIs

- Clicks, CTR, Conversions, CVR

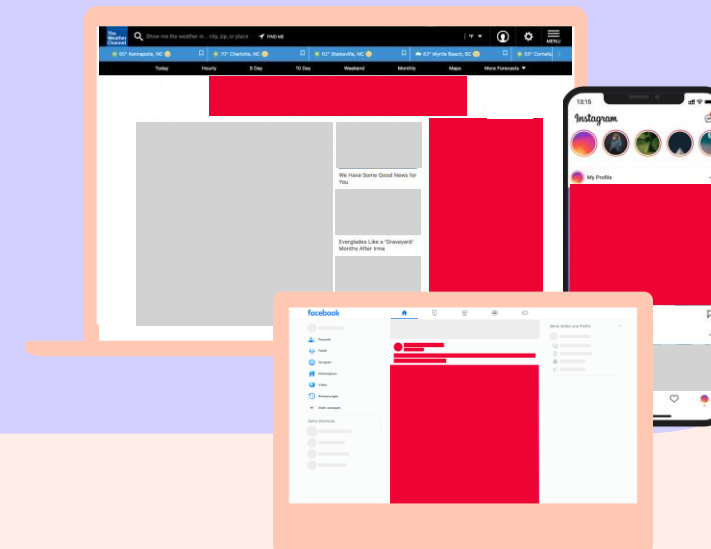
Facts

- Billing: Fixed Price (depending on setup)
- Placement: Mail Inbox



Offsite Display & Social

Offsite Programmatic Ads



Reminds. Convinces: Retargeting that encourages purchases.

WHY

- **(Re-)activate purchase intent:** addresses shop visitors, PDP viewers and shopping cart abandoners with a tailored message.
- **Minimal wastage, maximum efficiency:** targets the 'likely next buyer'.

HOW

- **Orchestrated Mix Social & Programmatic** (Display/Video/Shorts), scalable.
- **Smart Targeting:** Shop-User-Retargeting, Look-alikes, Interests/Context.
- **Always-on + Flighting possible;** A/B-Tests (Creatives, Hooks, Formats).

Key-KPIs

- Clicks, CTR, Conversions, CVR

Facts

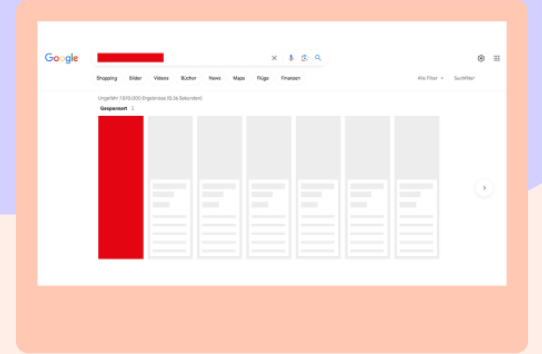
- Billing: CPM
- Placement: Meta, Google, Open Web



Offsite Paid Search - Google

Offsite Search Ads

Convert purchase intent into sales: right at the top of Google.



WHY

- **Capture active demand at the moment of decision:** zero wastage.
- **Secure brand and category presence** for brand protection/share of shelf.
- **Efficient new customer acquisition** with clearly measurable ROAS.

HOW

- **Search ads (SEA):** Brand, generic, RLSA (retargeting) with keyword strategy (exact/phrase/broad with signals) & negative lists.
- **Google Shopping (PLAs)** with feed optimisation. Optional: Performance Max to supplement reach.

Key-KPIs

- Clicks, CTR, Conversions, CVR, ROAS

Facts

- Billing: CPM
- Placement: Google Search





Data & Insights

Retail Media Platform

KEY INSIGHTS

- Monthly Sell Out
- Customer Count
- Quarterly Market Shares (starting from 100k€ media invest)

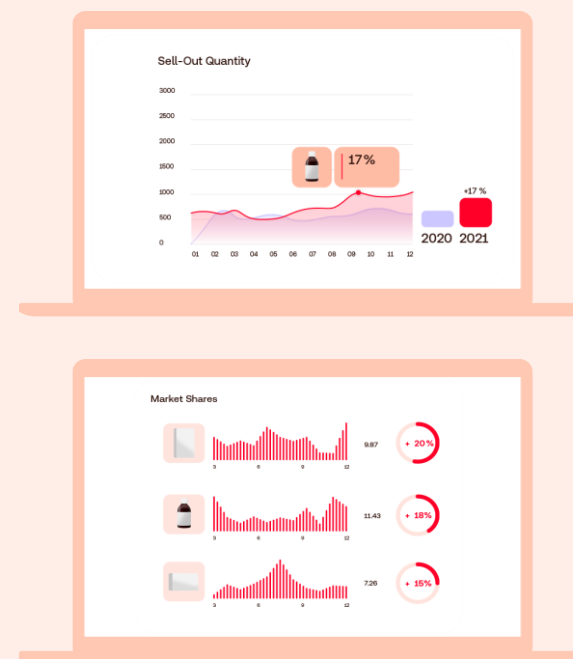
➤ Included for free with a minimum media investment

PREMIUM INSIGHTS

- Daily Sell Out
- Daily Visits & Conversion Rates
- Customer Count
- New to Brand
- Monthly Market Shares
- Shopper Insights

➤ For an even closer and more data-driven collaboration

Media Reports (Onsite & Offsite)



Impact arises where there is trust.

Retail Media

Linking
Branding & Performance

Shop Apotheke

Touchpoint for
Trust & Impact

Partner

Make an impact with your
Brands & Products

