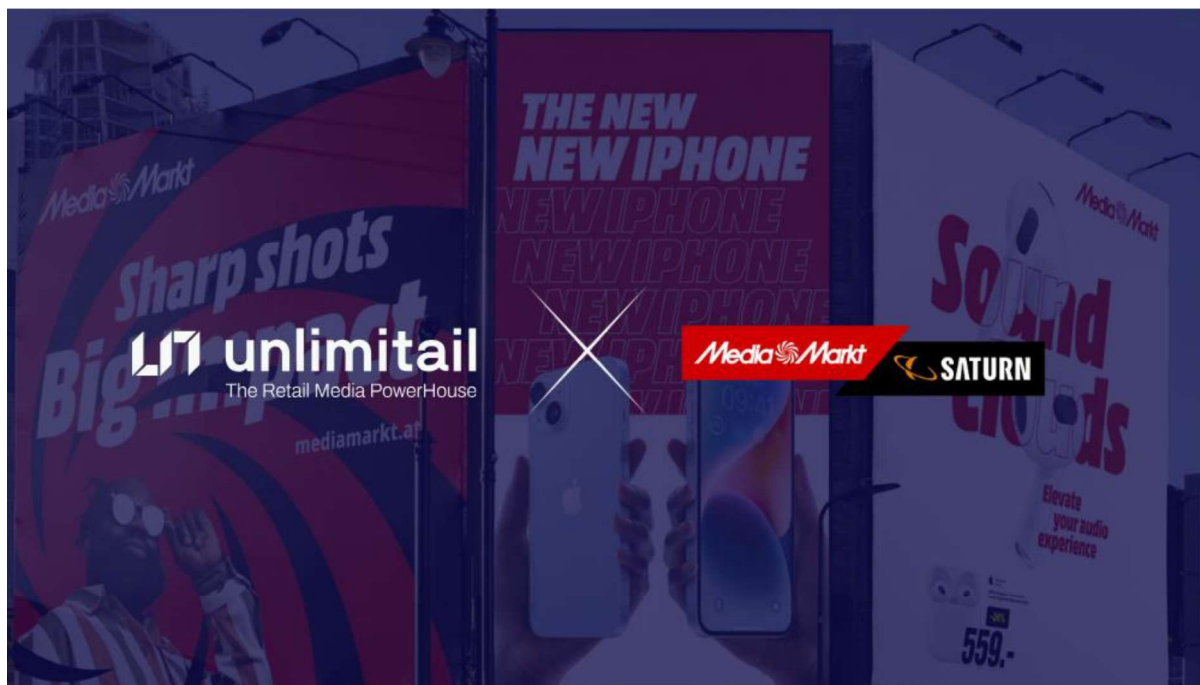


MediaMarktSaturn launches its first Retail Media offsite program with Unlimitail



Cologne, September 2025 – MediaMarktSaturn, Europe’s leading consumer electronics retailer with more than 1,000 stores across 11 countries, is expanding its Retail Media strategy beyond its own platforms: At this year’s DMEXCO in Cologne, Torsten Ahlers, Managing Director Retail Media at MediaMarktSaturn, officially announced the launch of the company’s first offsite Retail Media offering – in strategic partnership with Unlimitail, a joint venture of Publicis Groupe and Carrefour.

Powered by Epsilon Retail Media’s technology, this new solution enables advertisers to reach MediaMarktSaturn shoppers through unique high-intent audiences across the open web. By leveraging privacy-safe first-party data from transactions and loyalty programs, brands can now connect digital ad exposure to both online and offline sales, delivering end-to-end measurability.

Having built a solid Retail Media foundation with its onsite formats and in-store advertising, MediaMarktSaturn is now taking the next strategic step. By activating its extensive data and loyalty ecosystem offsite, the company is creating additional value for brands – and opening up new revenue streams.

This launch also builds on MediaMarktSaturn’s sustained momentum of growth, with rising online share toward roughly a quarter of sales, a fast-scaling marketplace, and significant traction in Retail Media.

The technology rollout will begin by October across five MediaMarktSaturn markets, starting with Germany, followed by Spain, Italy, the Netherlands, and Belgium. A second wave is planned for early 2026 in Turkey, Poland, Austria, Switzerland, Luxembourg, and Hungary. The offering will be available to both endemic advertisers (electronics products and brands directly available on MediaMarkt and Saturn’s websites) and non-endemic advertisers (brands not selling through MediaMarktSaturn)."

This launch marks a milestone in our Retail Media strategy” said **Torsten Ahlers, Managing Director Retail Media at MediaMarktSaturn**. "It opens up significant growth opportunities for our brand partners, both onsite and now across the open web. Thanks to our unrivaled customer understanding and privacy-safe first-party data, we enable highly targeted campaigns and measurable impact across all channels. With this step, we’re not only extending our Retail Media capabilities – we’re helping shape the future of omnichannel advertising in Germany and across Europe.”

Alexis Marcombe, CEO, Unlimitail, said: “This partnership gives MediaMarktSaturn a true powerful growth engine, built on its transactional and loyalty data - to reach high-value shoppers digitally, prove incremental sales across e-commerce and stores, and unlock a new retail media revenue stream at scale. Allowing advertisers to target MediaMarktSaturn shoppers in 5 countries immediately — and across all 11 markets over time — through a unified technology platform is unprecedented in Europe, helping to sustain its leadership in those markets. Welcoming MediaMarktSaturn into our offsite ecosystem is an additional demonstration of Unlimitail’s growing leadership in Germany and in Europe.” -

Brand campaigns will run on curated open-web inventory (display and online video) using IAB formats, with seamless redirects to MediaMarktSaturn’s commerce experiences, and can also extend to connected TV (CTV). Advanced first-party identity model ensures high-quality, consistent reach, even in cookieless environments.

About MediaMarktSaturn:

The MediaMarktSaturn Retail Group is Europe’s leading retailer of consumer electronics and related services. As part of its strategic repositioning, the company is redefining the category under the term “Experience Electronics” – describing both its transformation and its comprehensive offering. With a strong focus on customer experience and personal advice, MediaMarktSaturn connects a wide range of formats and brands across all channels.

The Group includes the core brands MediaMarkt and Saturn, which operate around 1,030 brick-and-mortar stores in 11 European countries, seamlessly integrated with online sales platforms. In nine of these markets, the company holds the number 1 or 2 market position. Its portfolio is complemented by the private labels PEAQ, KOENIC, ISY, and ok.

MediaMarktSaturn employs approximately 48,000 people and is majority-owned by CECONOMY AG. In the 2023/24 fiscal year, the company generated revenues of approximately €22.4 billion – 24 percent of which came from online sales, including third-party vendors. With around 2 billion customer contacts per year across all touchpoints, the company has exceptional reach.

For more information, visit www.mediemarktsaturn.com. **MediaMarktSaturn Communications Department:** presse@mediemarktsaturn.com

(Data as of September 30, 2024)



About Unlimitail - the Retail Media Powerhouse:

Unlimitail is a global retail media platform enabling brands and retailers to deploy simplified, unified, and optimized retail media strategies. Through deep consumer insights, omnichannel campaign activation, and end-to-end measurement, Unlimitail helps drive visibility and generate sales.

The company stands out for its advanced advertising technologies through Epsilon Retail Media, offering unified onsite and offsite solutions, as well as its global reach and premium data assets. Unlimitail aggregates over 2 billion monthly page views and connects more than 220 million addressable customers worldwide through 35 retail partners. For more information, visit www.unlimitail.com Unlimitail Communications Department: communication@unlimitail.com

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