



















BESCHIKBAARHEIDSMATRIX RETAIL MEDIA

Food

Ad technologie

- Criteo
- Stream
- Adhese
- Amazon Ads
- Amazon DSP
- Bol Platform
- ZMS Ad Manager
- Kevel
- CitrusAd

								
Verkoop	AH Media Services	Jumbo Retail Media	Plus Retail	Summit RMG / Global	Summit RMG	SPAR Media / Newcraft	Flink	Gall & Gall
Endemic en/of non-endemic*	endemic + non-endemic	endemic + non-endemic	endemic + non-endemic	endemic	endemic	endemic + non-endemic	endemic	endemic
Sponsored products	self-service 	self-service 	self-service 			direct of self-service 	managed service 	
Display advertenties on-site	direct of self-service 	direct of self-service 				direct of self-service 		
Display advertenties off-site								
Video advertenties on-site								
Video advertenties off-site								
Brand pagina					op aanvraag			
Sponsored livestreaming								
Nieuwsbrief								
Direct e-mail								
Social advertenties								
Digitale folder								
Handscanners In-store			Q1 2025				n.v.t.	
Digital out of home In-store	direct of programmatic	direct of programmatic	direct of programmatic	Beiden exploitanten hebben een eigen franchise netwerk		direct of programmatic	n.v.t.	
Radio In-store							n.v.t.	

*Endemic = het adverteren van producten of diensten van een merk die door de retailer zelf verkocht worden
 Non-endemic = het adverteren van producten of diensten van een merk die niet door de retailer zelf verkocht worden



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	bol.com	amazon	MediaMarkt	kijkshop	zalando	wehkamp	HEMA	bruna
Verkoop	bol Retail Media	AMS	Mediamarkt / Criteo	Kijkshop	ZMS	Criteo	Hema Retail Media/Global	RetailMedia.One
Endemic en/of non-endemic*	endemic	endemic + non-endemic	endemic + non-endemic	endemic	endemic	endemic	endemic + non-endemic	endemic + non-endemic
Sponsored products	self-service	self-service	self-service of managed door Criteo of MMS		self-service	self-service of managed door Criteo		
Display advertenties on-site		self-service	self-service of managed door Criteo of MMS					
Display advertenties off-site		self-service				self-service of managed door Criteo		
Video advertenties on-site		self-service						
Video advertenties off-site		self-service				self-service of managed door Criteo		
Brand pagina		self-service						
Sponsored livestreaming								
Nieuwsbrief								
Direct e-mail								
Social advertenties								
Digitale folder			in combinatie met print					
Handscanners In-store	n.v.t.	n.v.t.	n.v.t.	n.v.t.	n.v.t.	n.v.t.		
Digital out of home In-store	n.v.t.	n.v.t.		n.v.t.	n.v.t.	n.v.t.	direct via Global	
Radio In-store	n.v.t.	n.v.t.	op aanvraag	n.v.t.	n.v.t.	n.v.t.		

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Verkoop	Criteo/Summit RMG	Etos	DMS	Summit RMG	ParfumDreams	Kruidvat	Plein	Newcraft	Decathlon
Endemic en/of non-endemic*	endemic	endemic + non-endemic	endemic	endemic	endemic	endemic	endemic	endemic	endemic
Sponsored products	self-service of managed door Criteo		direct (managed door Criteo)		self-service of managed door Criteo	self-service of managed door Criteo	self-service		
Display advertenties on-site	direct via SRMG		direct (managed door Criteo)		self-service of managed door Criteo	self-service of managed door Criteo	self-service		
Display advertenties off-site									
Video advertenties on-site			Q1 2025						
Video advertenties off-site									
Brand pagina			op aanvrag						
Sponsored livestreaming			op aanvrag						
Nieuwsbrief	direct via SRMG								
Direct e-mail	direct via SRMG								
Social advertenties									
Digitale folder									
Handscanners In-store									
Digital out of home In-store	direct via SRMG		op aanvraag						
Radio In-store			op aanvraag						

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