


# 10 years Omnichannel Retail Media @ AH


Athens, Friday  
13th

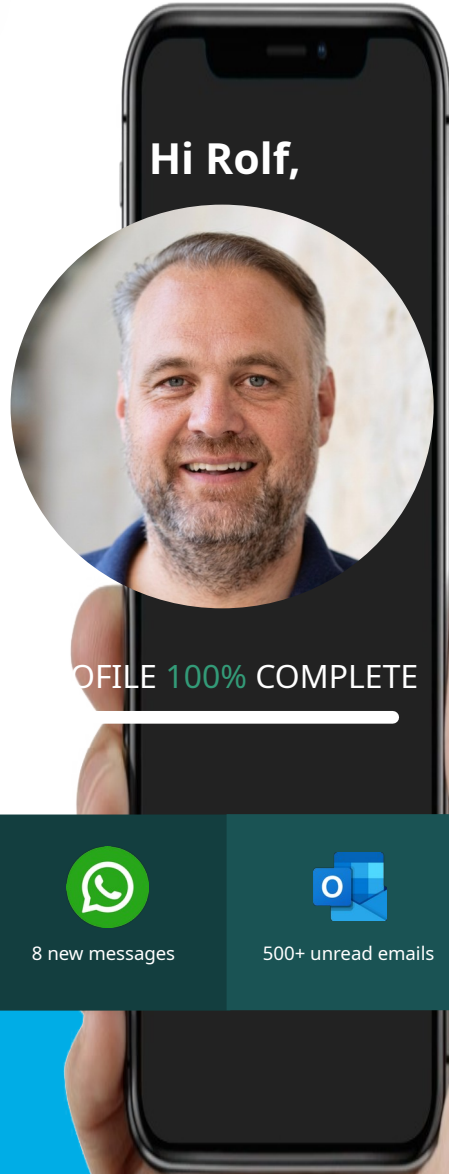


Gen Y 

Light (non-lin) TV viewer 

Active on socials 

Reads (digital) newspaper every day 



VP Retail Media  
Albert Heijn



Orders products at  
bol 1x a month



Orders at AH.nl  
every week

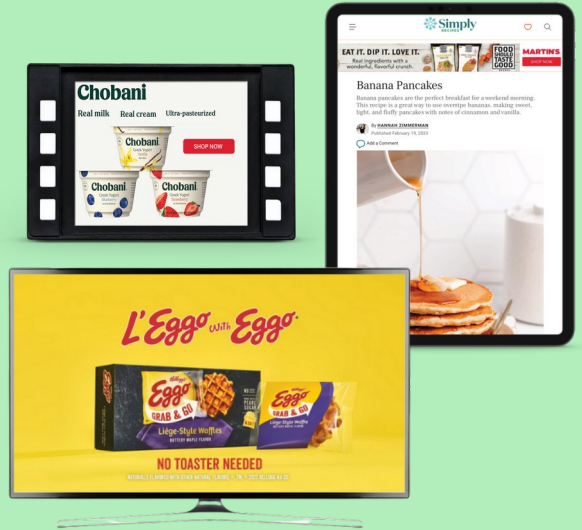


Enjoys listening to  
podcasts



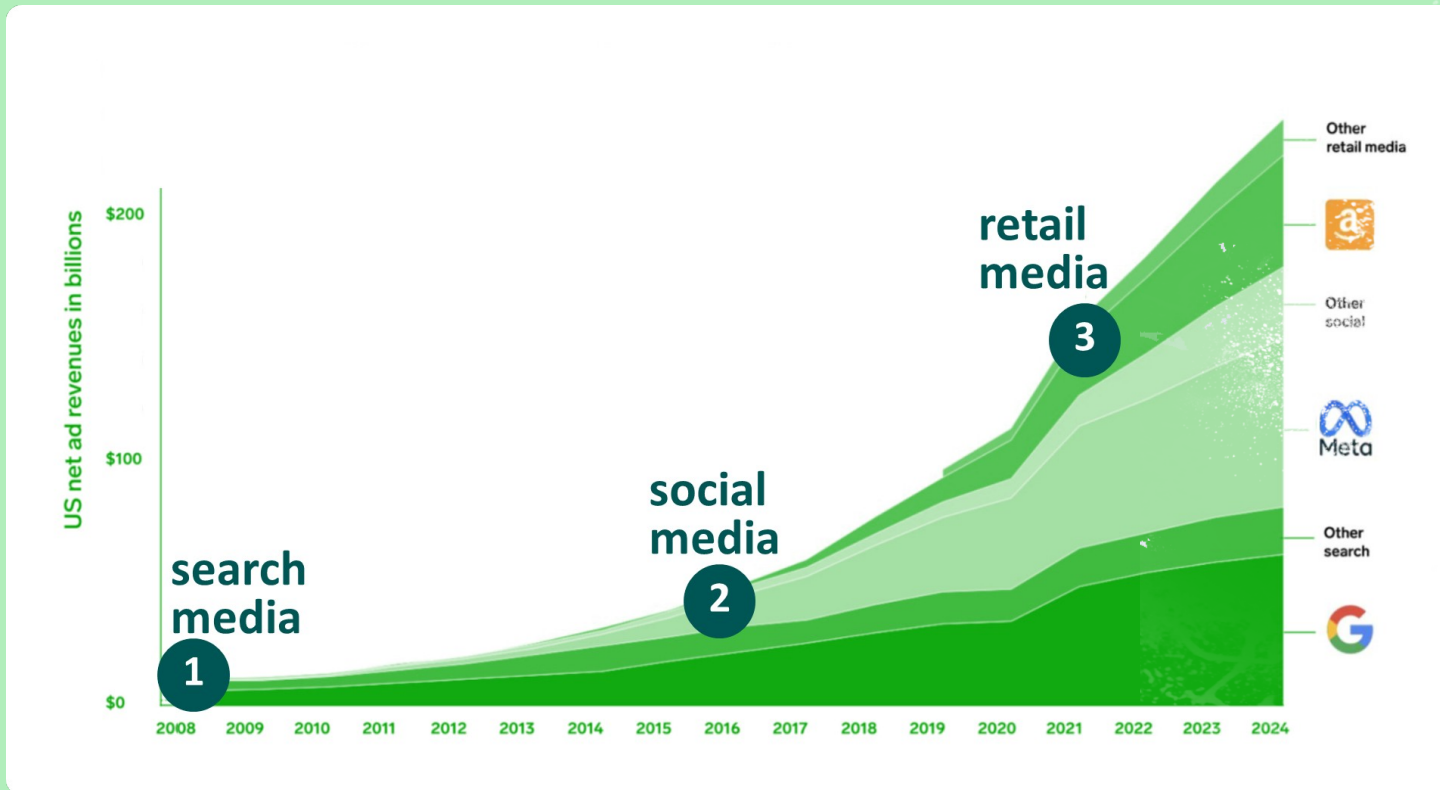
# retail media everywhere at Ahold Delhaize

- online shopping
- shopping instore
- searching recipes
- picking up prescriptions
- filling your gas tank
- browsing social media
- receiving your delivery



# the 3<sup>rd</sup> wave

of digital advertising



+25% CAGR

# \$135bn

by 2026

**what's  
special  
driving  
retail  
media?**

**brand safe  
trustworthy  
environmen  
t**

**superior  
targeting:  
1P data &  
purchase  
intent**

**closed loop  
measurement**

**underinvest:  
time spend vs  
ad spend**

**conversion  
effectiveness:  
point of sale  
proximity**

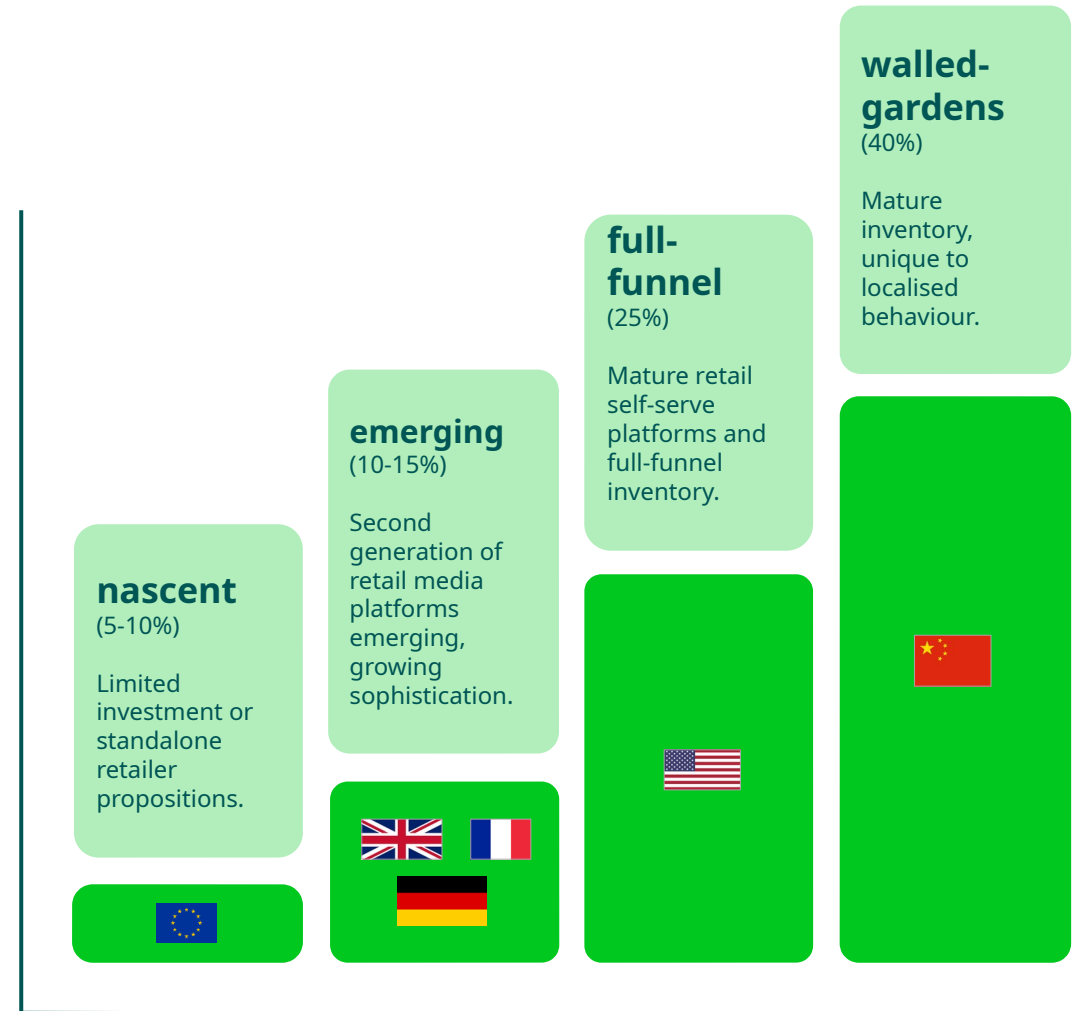
**incremental  
& high-  
quality  
reach:  
shopping  
state of mind**

# different global maturity levels

+25% CAGR

\$135bn

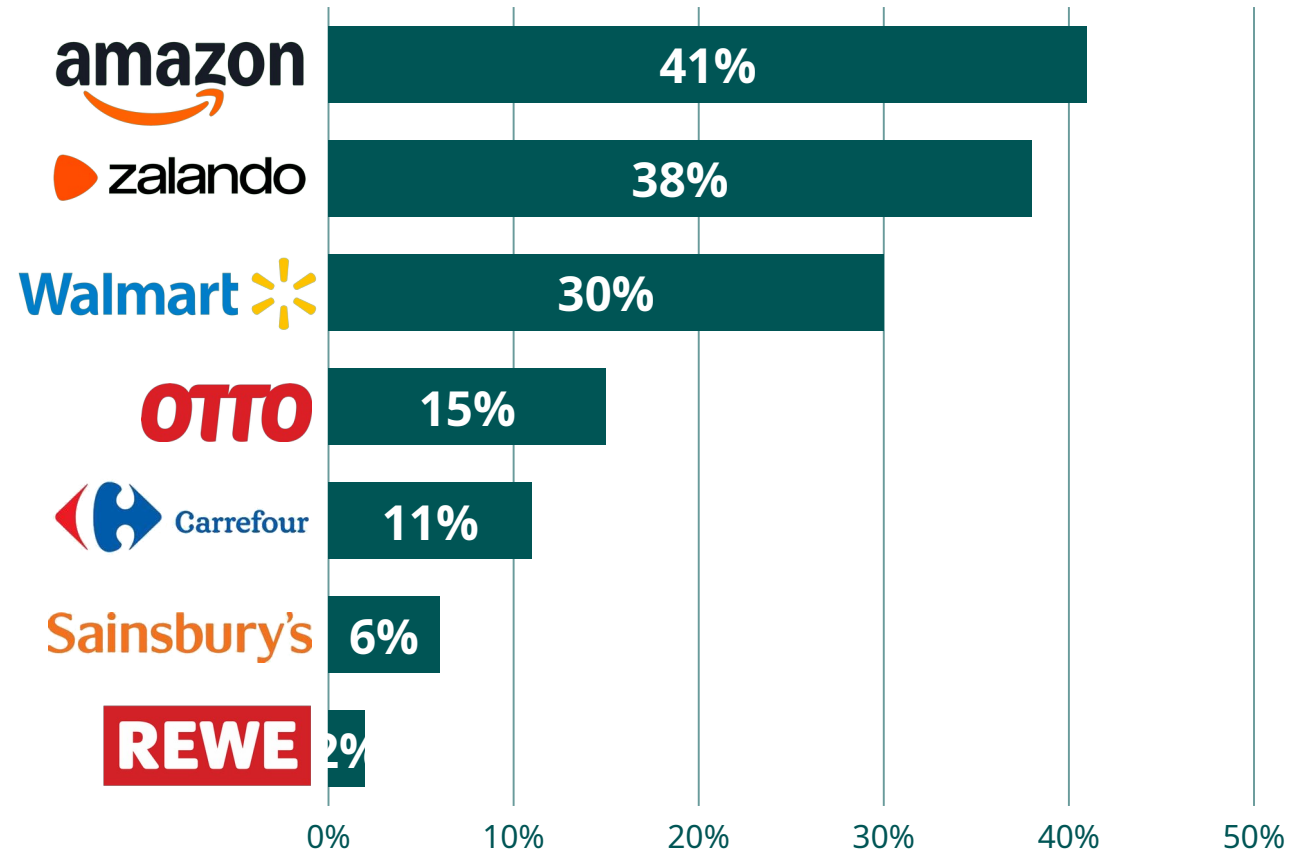
by 2026



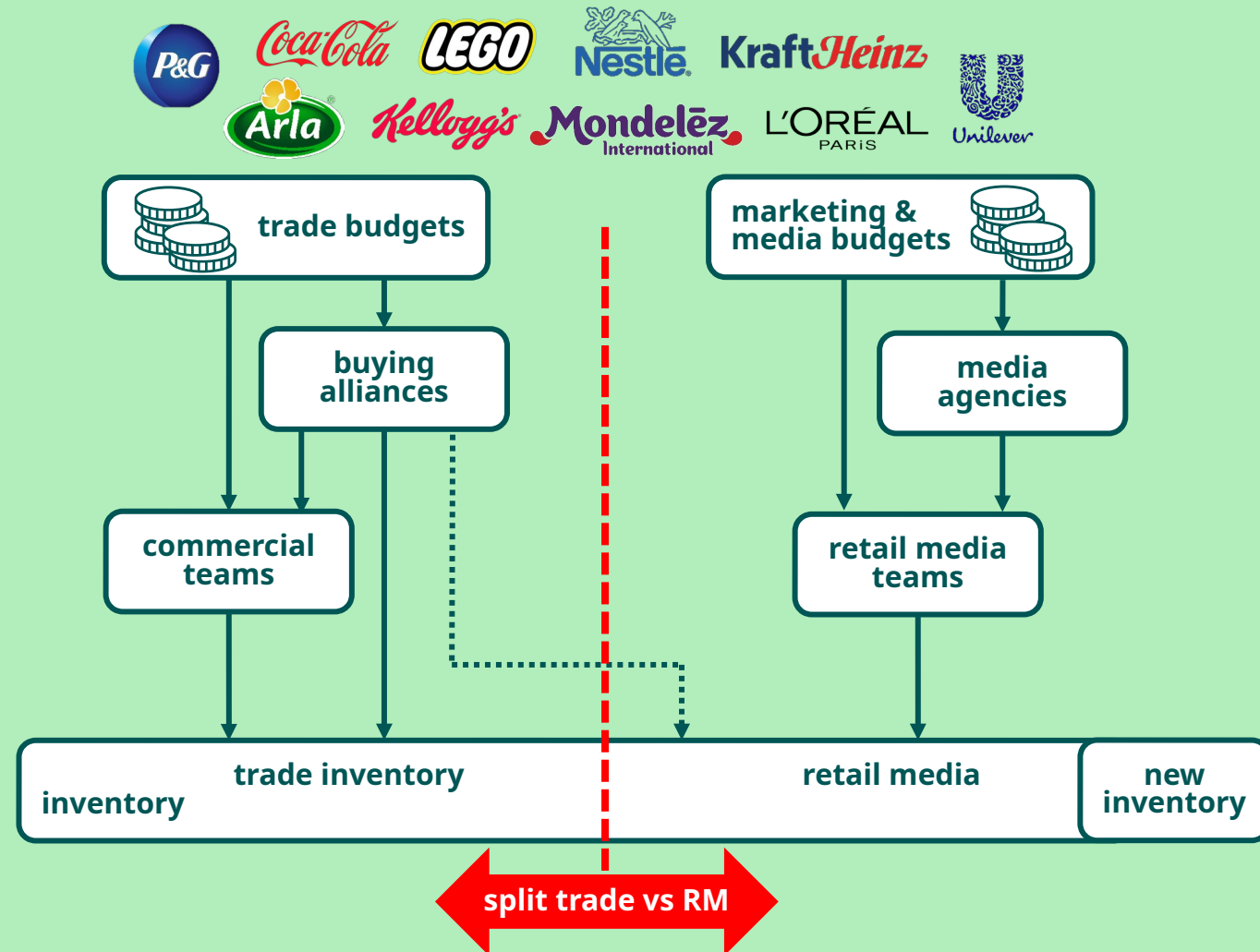
# different RMN maturity levels

clear difference in retail media maturity & potential between grocery and pure play (ecom/m.place)

Retail Media revenue as % of EBITDA (2024)



# retail media landscape



# golden triangle



Advertise



Agency

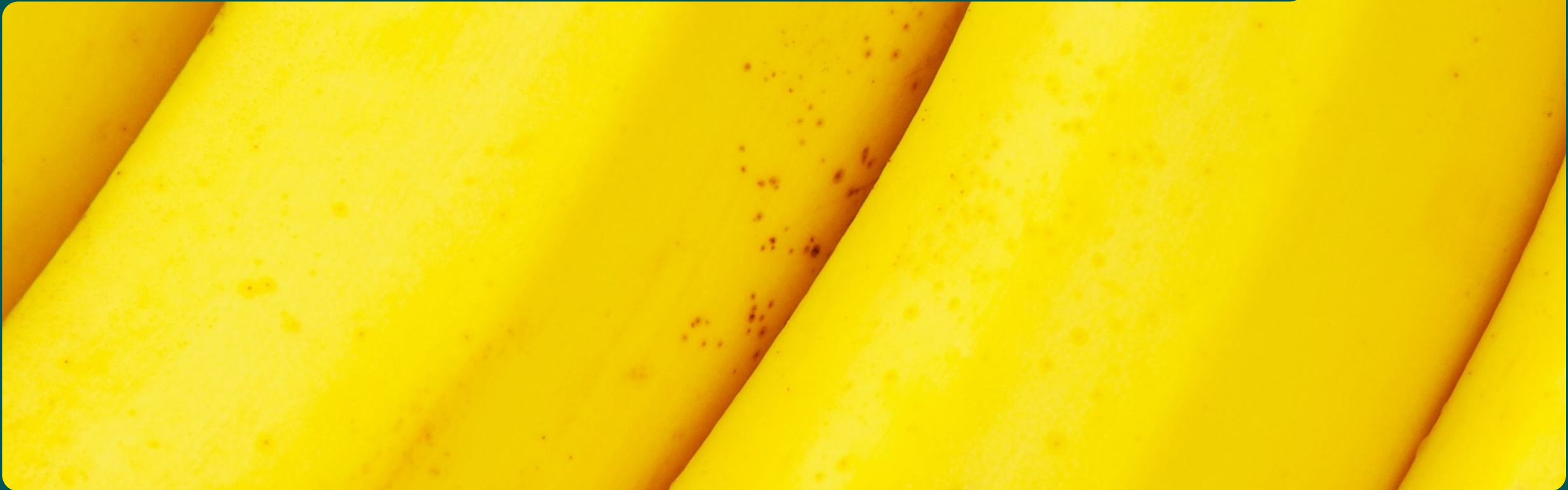


Retailer

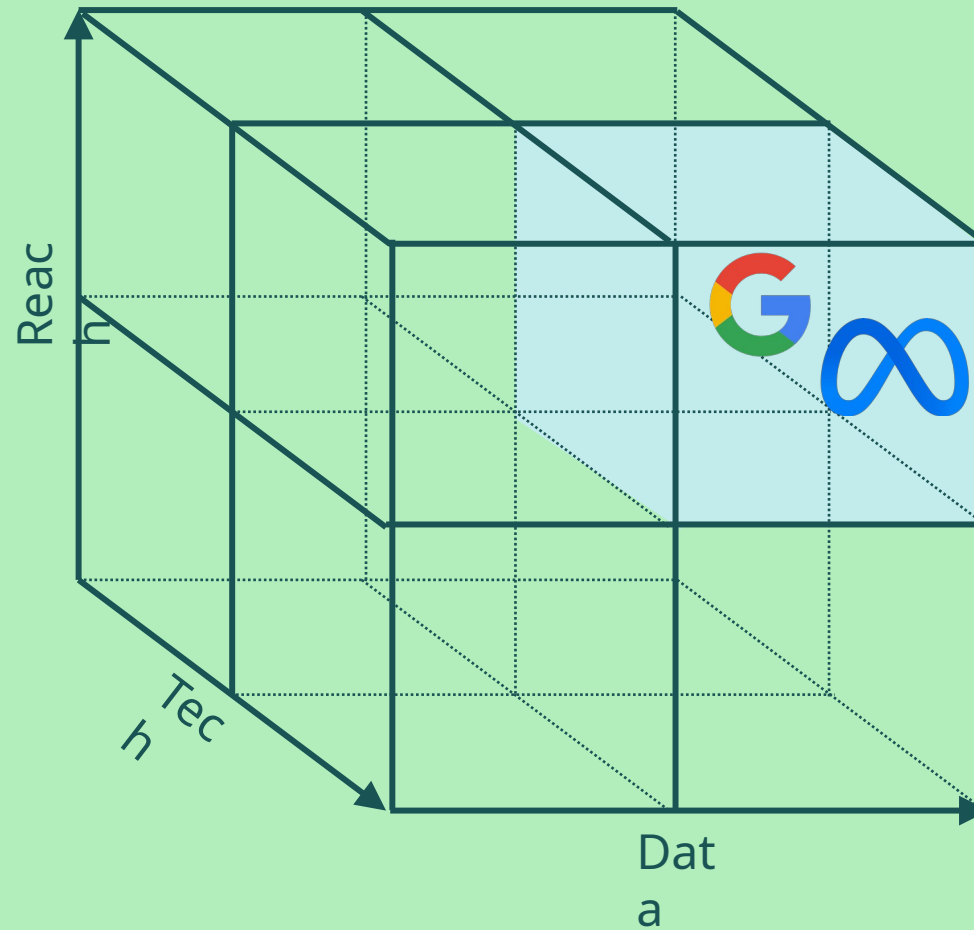


raising the bar in advertising

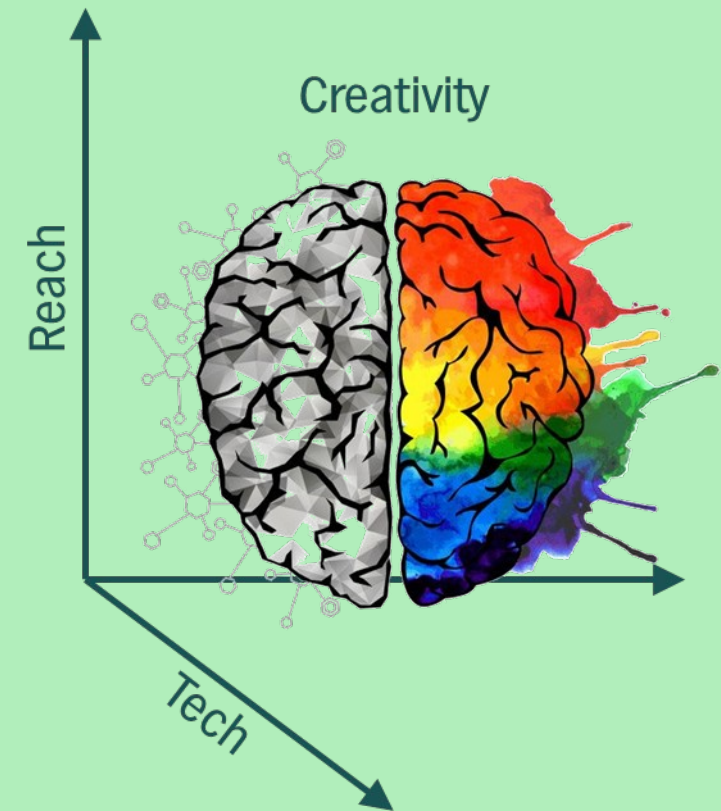
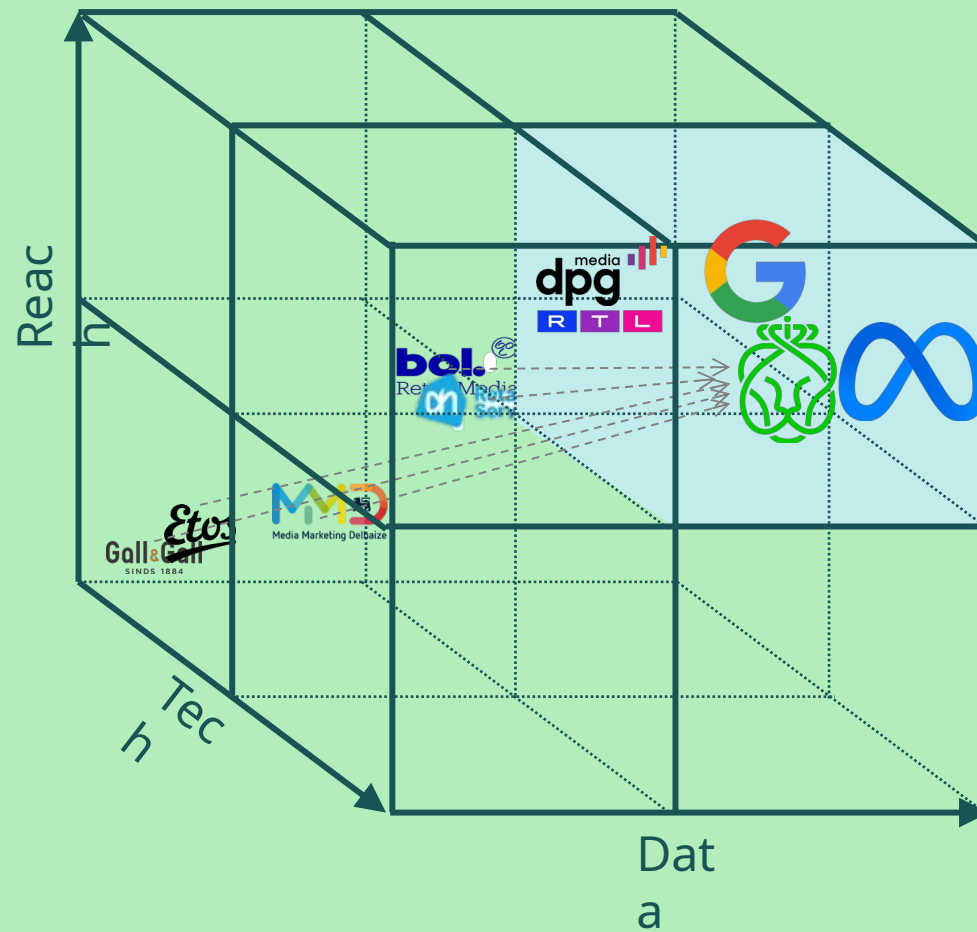
# the media cube



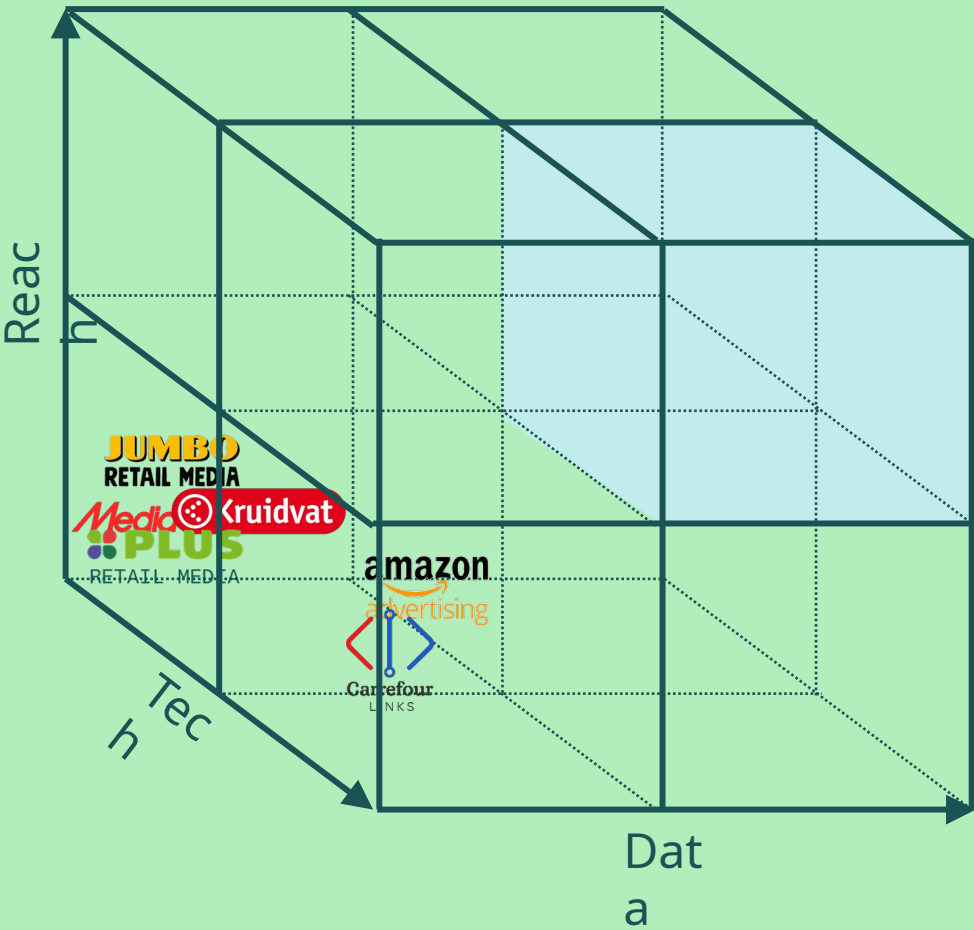
# winning media in BNL



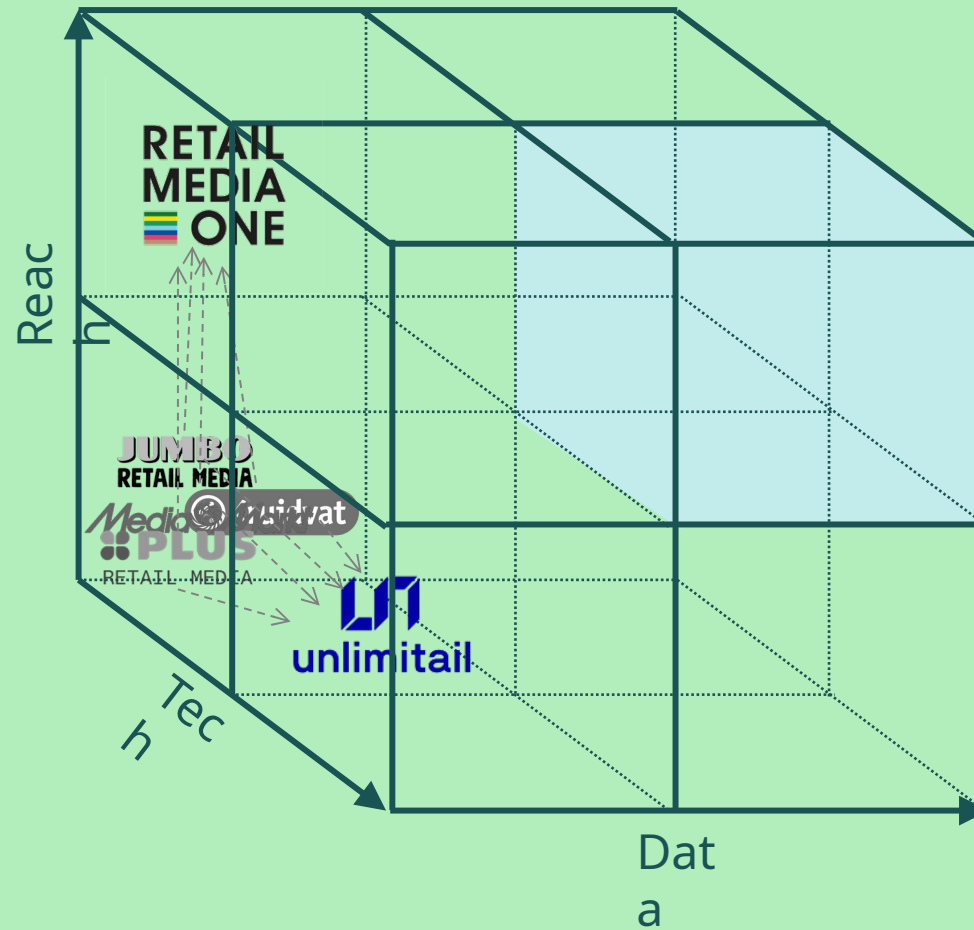
# Who's the competition in BNL?



# new entrants



# aggregator strategies



# strategic steps retailers on the 3 axis



## reach

Walmart buys Vizio for \$2,3b

*(connected TV)*



## data

Sainsbury's Nectar360 partners with Marriot 2024

*(data & ad inventory)*

N E C

T A R

3 6 0



## reach

Woolworth's Cartology acquires DOOH ShopperMedia

*(ad inventory)*



## tech

Ahold Delhaize Build own Ad Tech Stack

*(adtech)*



## reach

Amazon builds Prime with 220m members (180m USA)

*(video)*

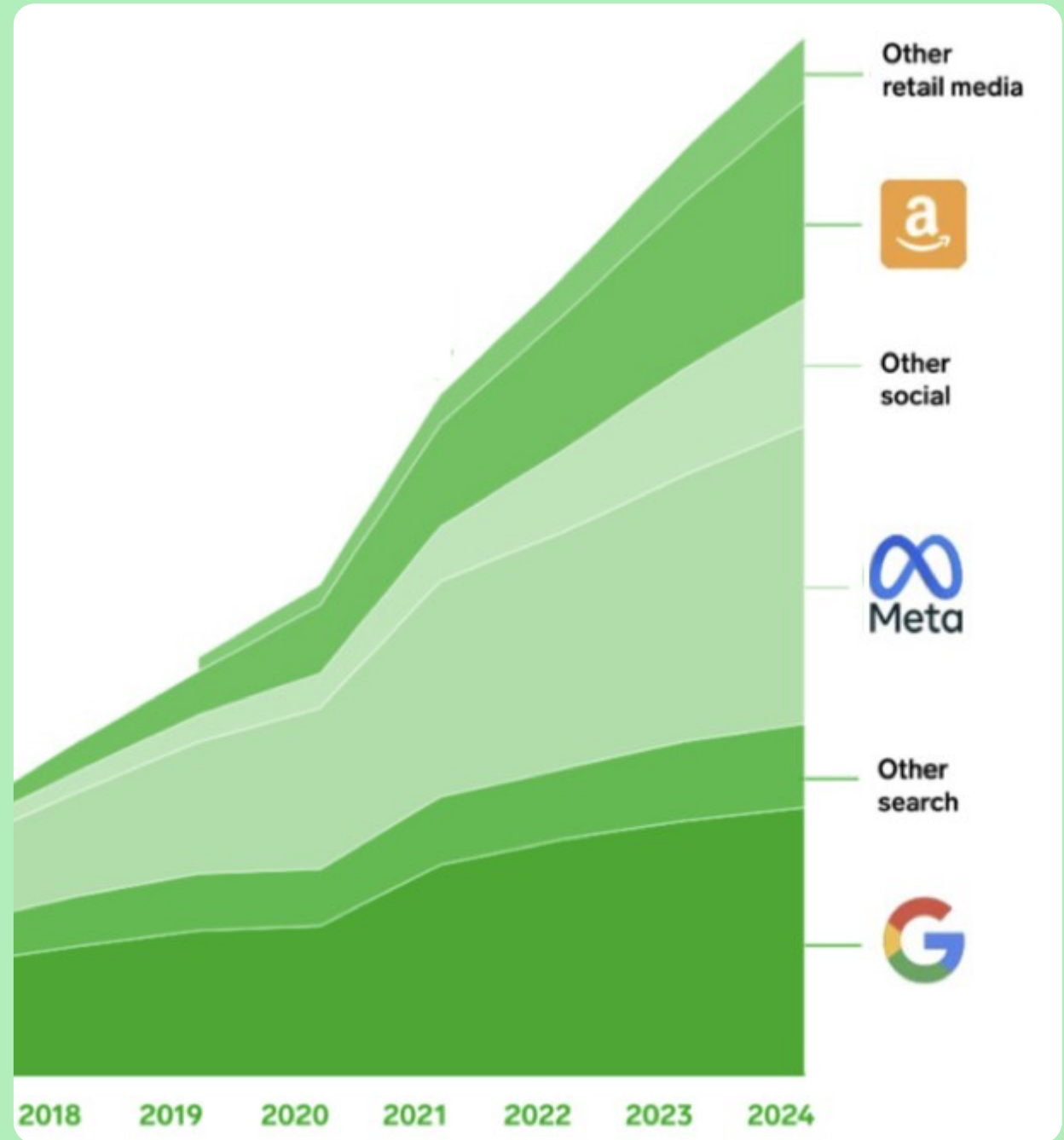


# winner takes all?

- growing 1p reach/data/tech is capex heavy
- consolidation of spend

## alternative strategies:

- aggregation
- niche
- programmatic / rtb
- relationship / trade deals



# Feature topics?

- **Offsite**
- **AI**
- **Incrementality (research)**
- **Maturity (IAB, NMO)**



# Reaching more with retail media

# AH Retail Media Services

4.000.000  
weekly App users

Self Service  
Platform  
& managed

100 retail media  
experts

First in EU with  
**RoPo study**  
IAB certified

6x



100.000.000  
contact  
moments  
per week



Mass  
reach:  
AH  
AH To Go  
BP To Go  
Gall & Gall  
Etos

5 mln  
active  
bonus cards

>6.500  
digital screens  
for your brand message

Full Funnel  
touchpoints

>1.250  
stores  
in NL & BE

Nominated as  
**Best Media Publisher**  
of the year 2023, 2024 & 2025



# Omnichannel retail media solutions



Instore

Online

Out of Home

Offsite

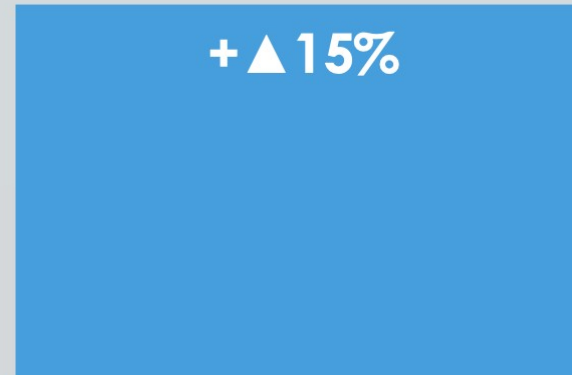
Retail Media as a bridge in the media ecosystem.



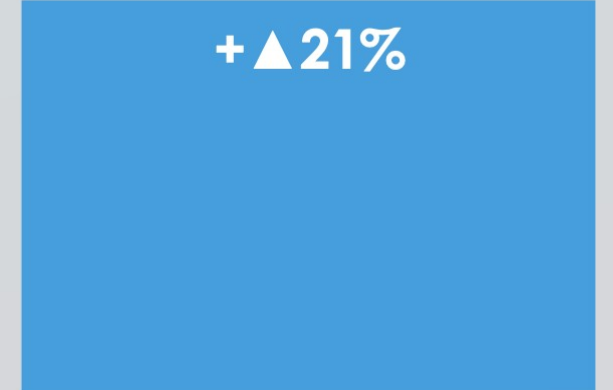
## Lift Brand & Sales

FMCG brands achieve **top & lower funnel** growth with AHRMS ads in cross-media campaigns.

AVG LIFT x AHRMS (2021-2024)



AVG BRAND LIFT



AVG SALES LIFT

# Cases

# Albert Heijn x Procter & Gamble Towel Loyalty Campaign

The first collaboration with Albert Heijn marketing loyalty campaign and an A-brand

## Orientation

## Consideration

## Conversion



Cash register screens



Advertorials magazines



Video screens



Crate flyers



Handscanners



Point of Sale

# Albert Heijn x Coca-Cola Christmas Campaign



Delivery vans



Pre-roll video



Instore activatie



ATL & AH communication



Digital screen



Web & App banners



Crate sampling

# Innovation boosters for new brands & line extenders

Orientation

Consideration

Conversion

Digital screens

AH web & app banners

Point of Sale wobblers

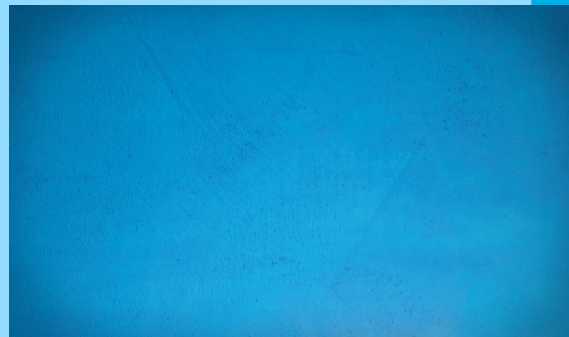
(Digital) leaflet

# Albert Heijn x Friesland Campina: Great start with Breakfast

Start-up magazine



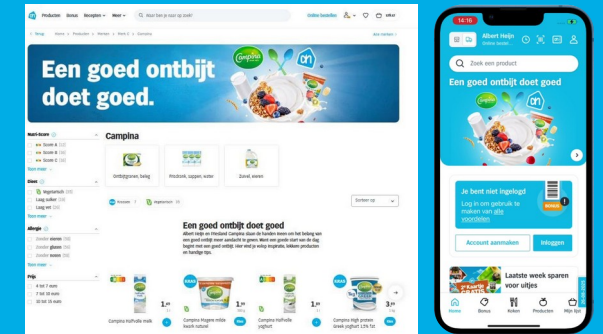
Frontstore take-over



Social video's



ah.nl & AH App



Point of Sale: Dairy aisle



2nd placement



Instore Radio



(Digitale) Leaflet



# Start your own store



Digital screens



Delivery Van



Social



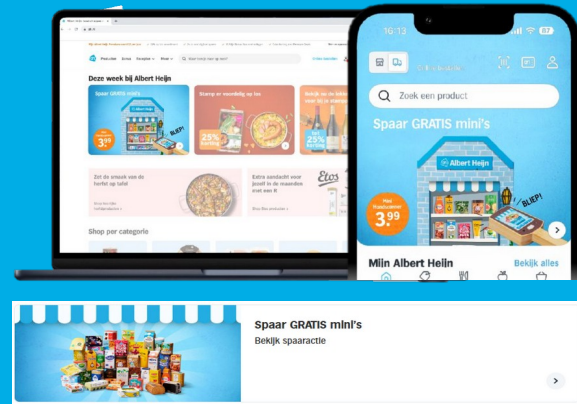
(Digitale) Bonusleaflet



TVC



Web & App



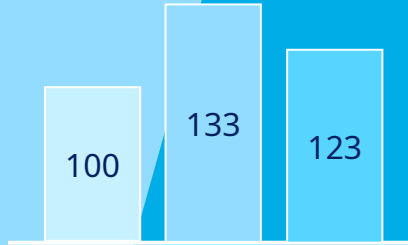
Point of Sale



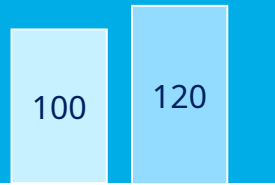
+6% unique reach met DOOH - MeMo<sup>2</sup>



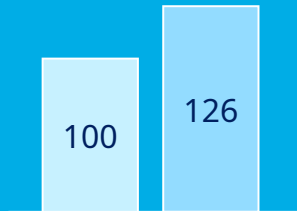
Bennie | week 11 t/m 13



Awareness Bennie



Consideration Videoland

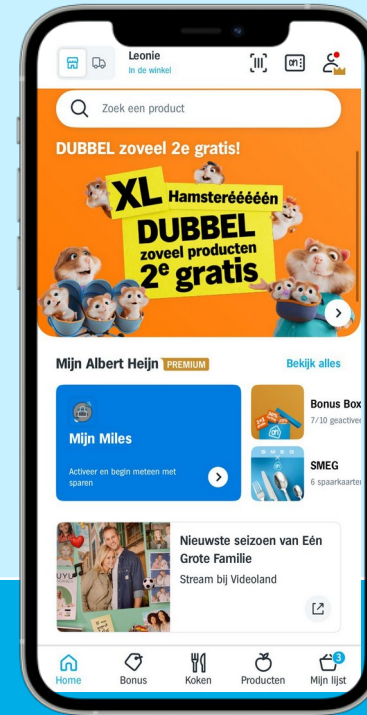


Brand image Videoland



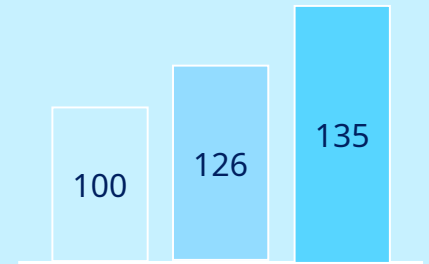
Een Grote Familie | week 22 t/m 23

AHRMS-campaign offers **21%** unique reach, DOOH en POS are complementary - MeMo<sup>2</sup>

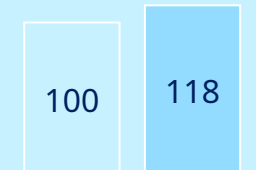


# videoland.

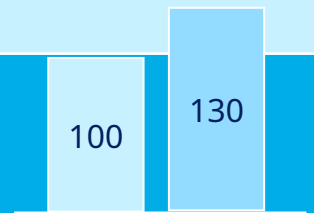
BY RTL



Awareness Een Grote Familie



Consideration Videoland



Brand image Videoland