

DOUGLAS Group expands Retail Media offering with Self-Service Platform and Data Collaborations

- Self-service platform set to launch in early 2025, empowering media partners with direct booking access - catering to growing demand for flexibility and precision targeting
- Initial phase of partnerships with TheTradeDesk and cmmrcl.ly allowing brands in- & outside of the DOUGLAS Group network to leverage industry-leading first-party beauty retail data
- Retail Media unit DOUGLAS Marketing Solutions continues rapid growth and delivers premium, data-driven marketing solutions for the beauty industry

Düsseldorf, 5 December 2024 - The DOUGLAS Group, Europe's number one omnichannel destination for premium beauty, significantly expands the range of its Retail Media solutions with the upcoming launch of a new self-service platform and an initial phase of enhanced industry partnerships. Leveraging its data capabilities and leading market position, the company thereby offers brands - both existing partners and brands beyond the DOUGLAS Group network - unparalleled insights and access to high-quality audiences within the beauty industry.

Retail Media is the fastest-growing area in digital advertising (Source: IAB Europe) and an important part of the DOUGLAS Group's growth strategy "Let It Bloom". By utilizing the company's own digital and physical channels, Retail Media enables brands to use data-driven advertising to directly reach consumers at pivotal decision points. With third-party cookies gradually phasing out, Retail Media is often referred to as the "third wave" of digital advertising by leveraging valuable first-party data from customer shopping behaviour, such as browsing patterns and purchase history. With its strong business unit DOUGLAS Marketing Solutions, the DOUGLAS Group is at the forefront of the Retail Media development and is now expanding its offering for clients with much-requested new services.

New self-service platform with increased autonomy and control

Launching in the first quarter of 2025 across nine countries including Germany, France, Poland, Spain, Belgium, the Netherlands and Italy, a new self-service platform will give media partners direct access to on-site booking placements across DOUGLAS Group channels - catering to the growing demand for flexibility and precision targeting. The tool will offer partners autonomy to tailor their campaigns and respond swiftly to market needs without relying on account managers. The DOUGLAS Group therefore streamlines campaign management for brands, further establishing itself as a convenient and efficient partner for media planning and execution. Brand partners can join a [waiting list](#) now for exclusive early access in the soft launch phase.

Enhanced industry partnerships for unique insights

In addition to the self-service platform and in an initial phase, the DOUGLAS Group further leverages its data capabilities through enhanced partnerships with TheTradeDesk and cmmrcl.ly, which serve clients with advanced tools for precise digital advertising and analytics. These collaborations will allow brands both within and beyond the DOUGLAS Group network to take advantage of first-party data from Europe's leading omnichannel destination for premium beauty for their own marketing efforts. This strategic pilot enables brands to access high-value audience segments within beauty,

from purchase intent to category interest even outside the DOUGLAS Group websites, expanding advertising possibilities into the open web and across a range of digital channels, including Digital Out of Home (DOOH), Connected TV (CTV), mobile and audio.

Jessica Wegner, Senior Vice President Group Retail Media & Managing Director of DOUGLAS Marketing Solutions, said: "We are a media powerhouse within beauty, and our expanded Retail Media offering marks a transformative step in the industry's digital advertising landscape. With our new self-service platform and data collaborations, we are listening to the feedback from our brand partners and agencies and are now enabling them to engage with audiences in a more direct and insightful manner than ever before. These advancements reflect our dedication to driving value through responsible and high-quality data usage. As Retail Media enters a new era, the DOUGLAS Group will continue to set the standard for impactful, consumer-centred advertising solutions."

DOUGLAS Marketing Solutions: Rapid growth and success

Since its launch five years ago, the DOUGLAS Group's Retail Media division, DOUGLAS Marketing Solutions, has rapidly expanded across nine markets and now counts up to 40 experts. Through its use of consumer insights and personalized omnichannel media strategies - including data-driven off- and on-site advertising solutions and product testing campaigns -, the DOUGLAS Group has established itself as a pioneering force in Retail Media. Over the past five years, DOUGLAS Marketing Solutions achieved a compound annual growth rate (CAGR) of over 60% in sales and has become a high-margin revenue stream and important pillar in the Group's "Let it Bloom" strategy.

As a leader in Retail Media, the DOUGLAS Group rigorously ensures that customer information is handled with the utmost care and in full compliance with the General Data Protection Regulation (GDPR) and other applicable data privacy laws. The data-driven solutions prioritize customer privacy by exclusively utilizing aggregated and anonymized data insights. Robust security protocols are in place to protect data at every stage, safeguarding both customer trust and data integrity.

About the DOUGLAS Group

The DOUGLAS Group, with its commercial brands DOUGLAS, NOCIBÉ, Parfumdreams and Niche Beauty, is the number one omnichannel premium beauty destination in Europe. The DOUGLAS Group is inspiring customers to live their own kind of beauty by offering a unique assortment online and in around 1,870 stores. With unparalleled size and access to customers, the DOUGLAS Group is the partner of choice for brands and offers a premium range of selective and exclusive brands as well as own corporate brands. The assortment includes fragrances, color cosmetics, skin care, hair care, accessories as well as beauty services. Strengthening its successful omnichannel positioning while consistently developing superior customer experience is at the heart of the DOUGLAS Group strategy "Let it Bloom - DOUGLAS 2026". The winning business model is underpinned by the Group's omnichannel proposition, leading brands, and data capabilities. In the financial year 2022/23, the DOUGLAS Group generated sales (net) of 4.1 billion euros and employed around 18,000 people across Europe. The DOUGLAS Group (Douglas AG) is listed at the Frankfurt Stock Exchange.

For further information please visit the [DOUGLAS Group Website](#).

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