

UNLOCK THE POWER

OF FIRST-PARTY DATA FOR 360° BRAND ACTIVATION



STOP GUESSING



START RETAIL DATA-BASED MARKETING

Trouble in addressing your audience in a privacy driven world?
And guessing how to activate your launch or bestsellers?

As Europe's leading Beauty Retailer, DOUGLAS offers a range of digital marketing solutions based on first-party data insights in off-site and on-site environments.

RETAIL MEDIA IN A NUTSHELL



Retail Media refers to ads placed on a retailer's website or app, usually by brands that sell through that retailer.

This type of advertising enhances brand visibility at the digital point of sale, targeting consumers at various stages of their shopping journey.

It relies on first-party data to deliver personalized ads, staying effective in today's privacy-driven world, and ties ad spend directly to sales outcomes.



offline



ecom



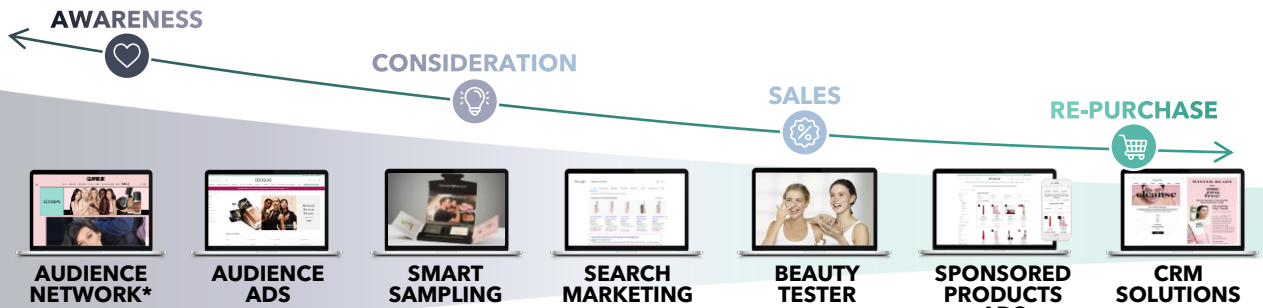
crm

THE IMPACT OF RETAIL MEDIA

Engaging Customers
Empowering Brands
Driving Growth

Customer activation based on DOUGLAS first-party data

WE CRUNCH DATA, TRANSLATE IT INTO INSIGHTS AND BRING IT TO ACTION



OUR SOLUTIONS



ON-SITE ADVERTISING

Increase visibility and dominate your category through on-site advertising.

Sponsored Product Ads | Audience Ads | Video Ads



OFF-SITE ADVERTISING

Expand your reach with social, display, and search engine ads beyond the Douglas platform.

Social & Display Advertising | Search Engine Advertising



LOYALTY AND TESTING

Experience word-of-mouth power with product test campaigns, gaining high-quality reviews.

Beauty Tester | Smart Sampling | Replenishment Mail



DATA SOLUTIONS

Activate our first-party data with audience and transactional data to orchestrate programmatic buying within ad platforms and social networks (e.g. TTD & Meta)

1st Party Data Activation

GET IN CONTACT WITH US



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