**Schwarz Media expands its portfolio of digital advertising solutions**

* **Second Schwarz Media Summit a complete success**
* **New Messenger platform integrated**
* **Full-funnel advertising with proof of advertising effectiveness**

**Neckarsulm, 17. September 2024 –** The companies of Schwarz Group are consolidating their market position in the retail media sector and expanding their portfolio of digital advertising solutions. At the Schwarz Media Summit, which took place for the second time, it was announced that the messenger and support platform Whappodo had been acquired. The all-in-one messenger marketing and support platform enables companies to communicate via various messenger services. This allows companies to send personalized newsletters, brochures and offers directly to their subscribers. The data is managed on the sovereign STACKIT cloud platform.

Messengers are an important addition to the marketing mix. They are a trusted and frequently used environment for users, which is reflected in the open rates, which at 90 percent are many times higher than for email newsletters, for example. Customers can benefit from more relevant and targeted offers that help them find products and services that really interest them. The integration of Whappodo improves the user experience on Schwarz Media's digital platforms, resulting in a more pleasant, authentic and efficient interaction. "The integration of Whappodo completes the media mix with a crucial and highly frequented communication channel, the Messenger platform," says Robert Jozic, Managing Director of Schwarz Media, explaining the acquisition.

At the Schwarz Media Summit, the entire spectrum of digital marketing was highlighted by well-known advertisers, the shooting stars of connected TV, sports content, digital out of home (DOOH) and the new ID solutions.

With the addition of social messengers, all digital media (full-funnel) can now be addressed via Schwarz Media.

**More Information**

For more information, please visit [www.schwarz-digits.de](http://www.schwarz-digits.de).

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**About Schwarz Media**

Schwarz Media is the retail media platform of Schwarz Group companies. Schwarz Media offers brands in the B2B environment full-funnel solutions for retail media campaigns with a predictable guarantee of success. Brands and agencies are supported from the end-to-end conception and creative implementation through to insightful evaluation. The retail media offering currently consists of eleven advertising product categories. It includes solutions such as the Lidl and Kaufland loyalty apps, the Lidl online store and the Kaufland marketplace (onsite) as well as the option of addressing target groups on other channels, including social media and search engines (offsite).

**About Schwarz Digits**

Schwarz Digits is the IT and digital division of Schwarz Group. It offers compelling digital products and services that meet Germany's high data protection standards. Schwarz Digits thus guarantees the greatest possible digital sovereignty. With this claim, Schwarz Digits provides the IT infrastructure and solutions for the extensive ecosystem of the companies of Schwarz Group and develops it further for the future. Schwarz Digits creates optimal conditions for the development of trend-setting innovations for end customers, companies and public sector organizations. Schwarz Digits includes 7,500 employees of the brands Schwarz IT, Schwarz Digital, STACKIT, XM Cyber, Lidl e-commerce, Kaufland e-commerce, Schwarz Media and mmmake.