**Schwarz Media offers option to book programmatic advertising on welcome screens at Kaufland**

* **Digital out-of-home medium with extensive reach in the retail media environment**
* **Welcome screens at Kaufland deliver maximum flexibility for controlling campaigns**

**Neckarsulm, April 29. 2024 –** Advertising on the welcome screens in more than 580 Kaufland stores across Germany is becoming even more attractive. Schwarz Media, a company of Schwarz Group, is now offering advertisers the opportunity to book programmatic advertising on more than 900 welcome screens. Located in the entrance areas of stores, the screens attract a particularly high level of attention and allow targeted and flexible campaign control. Advertisers reach up to 53 million contacts\* per week at an extremely attractive touchpoint.

**One location for all target groups**

Kaufland stores are distributed evenly across the whole of Germany. Thanks to an extensive product selection, featuring more than 30,000 items, Kaufland offers a range of advertising opportunities. “Advertisements placed on our screens can reach practically all advertising-relevant target groups. The programmatic connection allows us to offer maximum flexibility for campaign control, providing our advertising customers with the greatest level of leeway for optimization, as well as extensive reach,” says Christoph Schneider, Vice President of Marketing Germany at Kaufland.

Schwarz Media is working with One Tech Group on programmatic campaigns, ensuring that inventory is available on all usual DSPs through the use of SSP1. Daniel Siegmund, Managing Director of One Tech Group, confirms this: “We are delighted to be entering this partnership with Schwarz Media. SSP1, the market-leading supply-side platform for in-store retail media, enables the best possible marketing of extremely attractive media inventory for advertising customers and ensures the highest level of reach for target groups.”

\*Source: Public & Private Screens Study iDOOH

**More Information**

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

**Press Contact**

Schwarz Digits

Telephone +49 7132 30-490490

[presse-digits@mail.schwarz](mailto:presse-digits@mail.schwarz)

**About One Tech Group**

One Tech Group is the leading independent supply-side specialist for all one-to-many channels and provides solutions for programmatic technology and ad serving, data activation, and inventory management. The company combines the range of technical solutions and products for one-to-many publishers on one platform – ranging from digital, external advertising (DOOH), including in-store retail media, to out-of-home (traditional billboard advertising), print and radio. The integrated supply-side platform SSP1 enables programmatic marketing of media inventory. Featuring ADSERVER1, an ad server aimed at one-to-many media, DMP1, a data management solution for using first-party and third-party data, and NMS1, an integrated inventory and sales management solution, One Tech Group delivers a unique platform for one-to-many publishers.

**About Schwarz Media**

Schwarz Media offers brands full-funnel solutions for retail media campaigns with a reliable guarantee of success. Schwarz Media guides customers from a comprehensive concept to creative implementation all the way through to insightful evaluations.

**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.