

From store to bol's vision on retail media

Stefan Brzozowski en Joshua Thiel
DeFabrique | 12 juni 2025



Let's meet.



Director Commerce
Bol Retail Media



Head of Analytics
Bol Retail Media

Show of hands



Bol(d) transitions

Webshop

Marketplace

Advertising

**Media
platform**

1999-2011

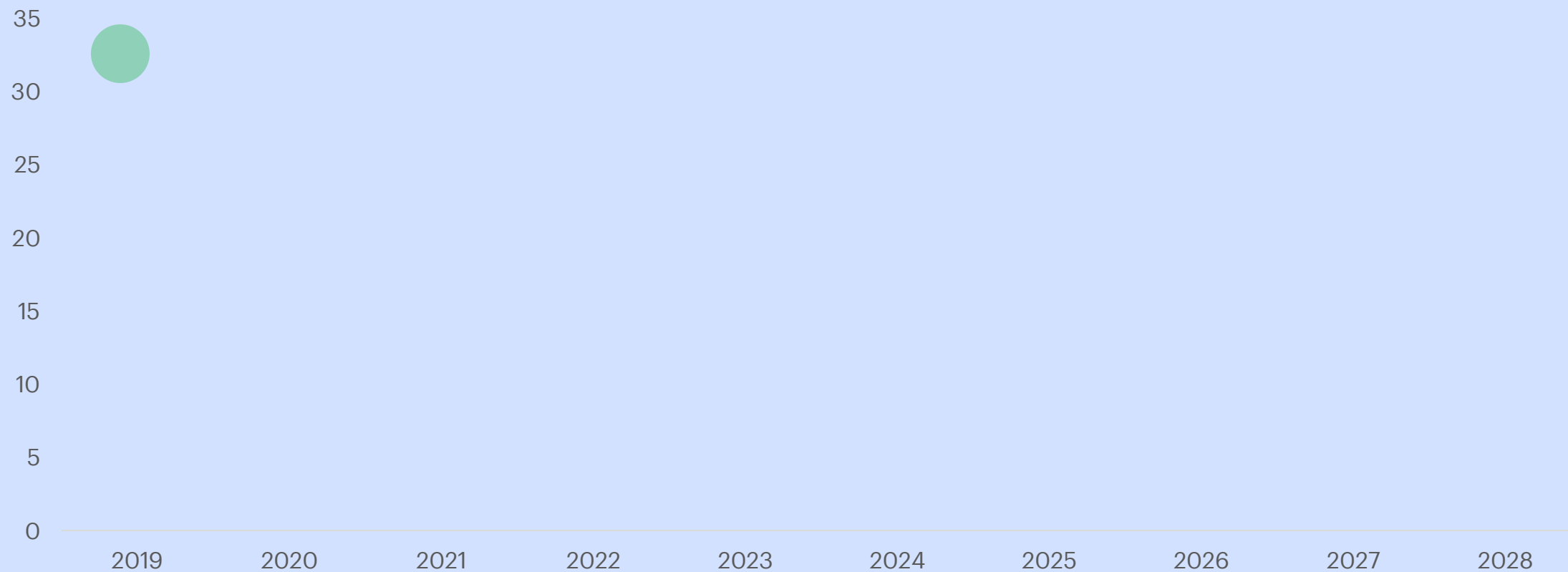
2011-

2016-2025

v.a. 2025



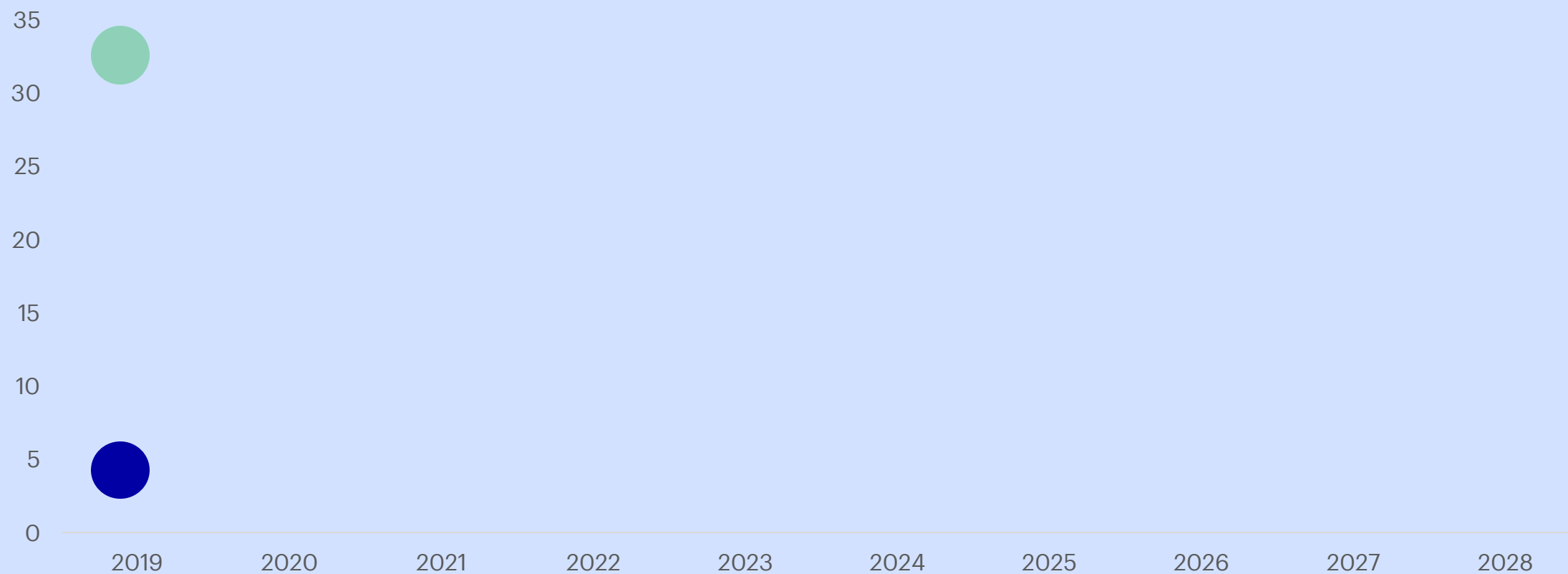
€ billion



Spend in billion euro

Source: IAB Europe & Statista Market Insights

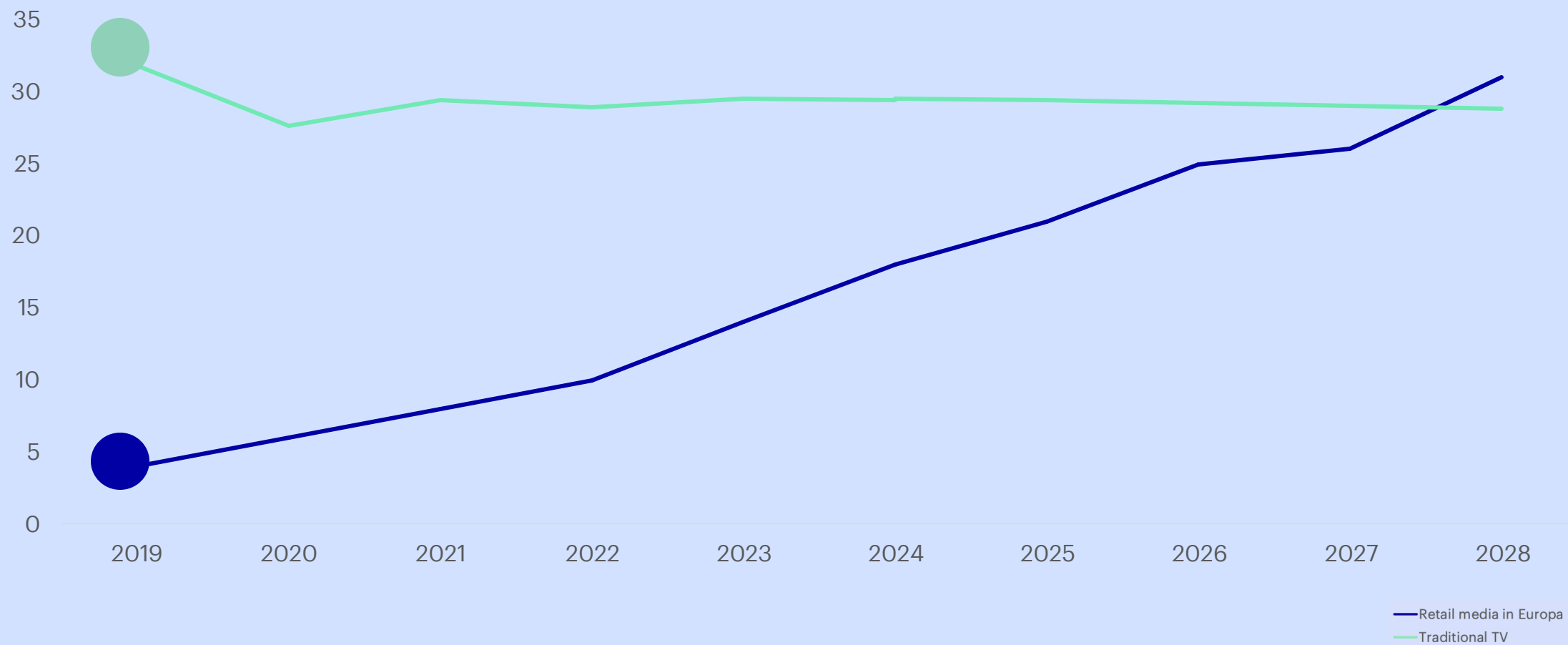
€ billion



Spend in billion euro

Source: IAB Europe & Statista Market Insights

€ billion



Spend in billion euro

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Retail media is outpacing the total ad market growth

Total Ad Market

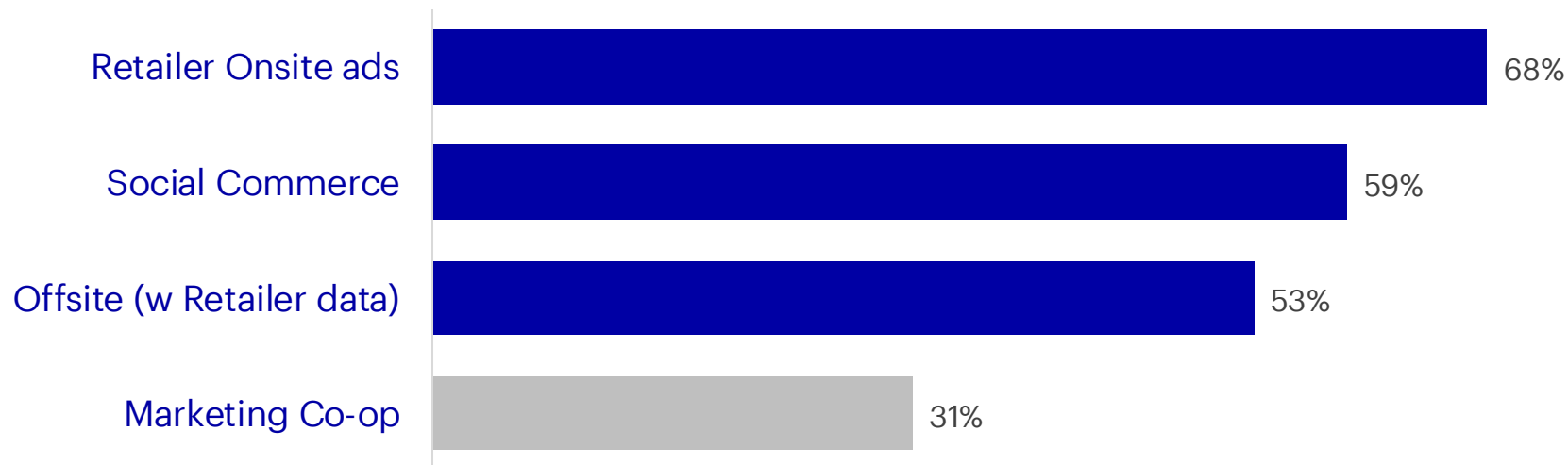
6.1%

Retail Media

22.1%

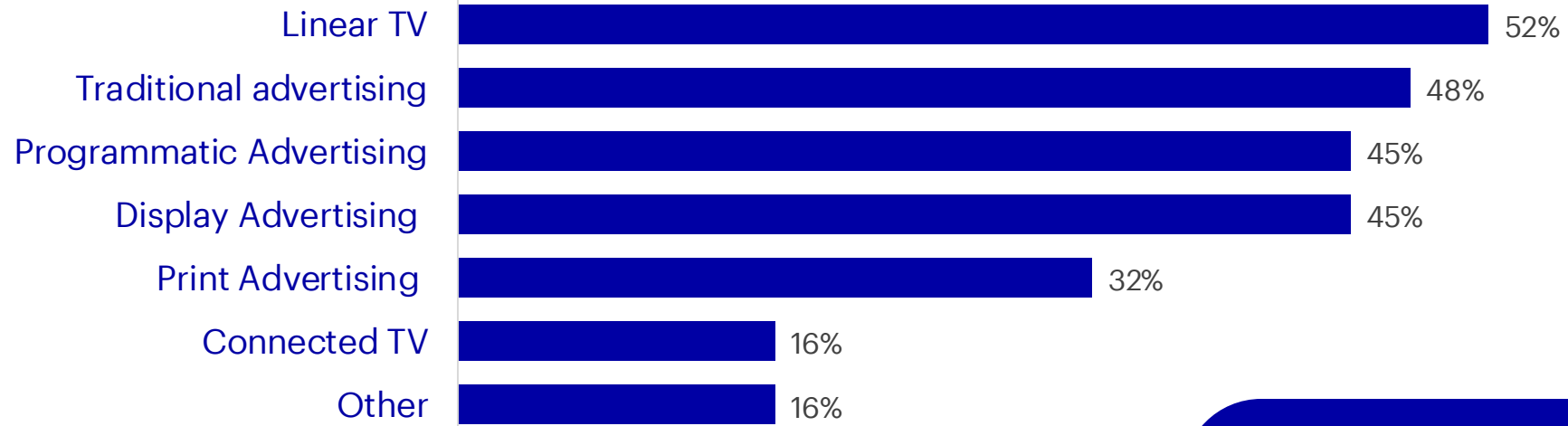
Growth in Retail Media driven by Onsite, Social Commerce, and Offsite

% of Brands Increasing Retail Media Budget per ad format (2024 vs 2023)



Media buyers are shifting budgets away from linear TV in favour of retail media

Channels from which existing budgets are being shifted to retail media



52% of buyers are shifting budgets to retail media

The beginning of a new era

Google, Amazon, X, Microsoft Ad Practices Ruled Illegal Under EU Privacy Law

Published May 16, 2025



Written by
Fiona Jackson

Tracking-based advertising is the focus of this legal battle.







Advertising effectiveness is highest when it performs 2 jobs: performance and branding

The benefits of doing both

The Brand Advantage

Median revenue ROI increase when moving from a performance strategy to a mixed approach

+90%



-40%

The Performance Penalty

Median revenue ROI decrease when moving from a mixed to a performance strategy

Source: Analytic Partners ROI Genome

Brand equity is a measure of the strength of consumer attachment to a brand or the associations consumers have with it, and the ease with which these come to mind when a consumer is ready to buy.

It's not brand + performance
It's brand $\times$ performance

A diverse group of four people (two men and two women) are shown in a grocery store aisle, looking excitedly at various products. The woman on the far left is holding a clear bag of snacks. The man next to her is looking on with a surprised expression. The woman in the center is holding a small orange box. The man on the far right is holding a bottle of juice. The background shows shelves stocked with various grocery items.

Ready to build brands not just baskets

bol.

Ready to build brands not just baskets

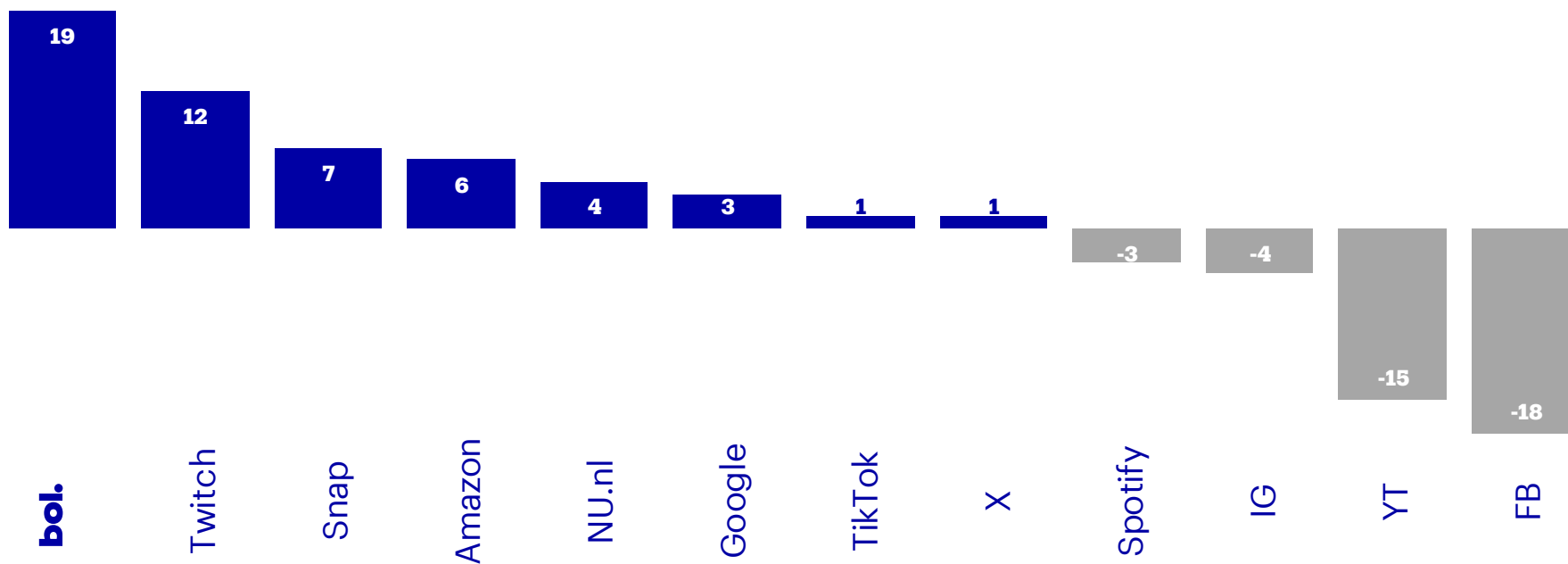
Highly
receptive
audience

bol.

#1 Retail platform in NL & BE

Highest advertising equity of all platforms in NL*

Advertising Equity: metric based on overall receptivity and attitudes towards advertising on media channels and media brands



Consumers rate Bol less intrusive, more relevant, and trustworthy compared to other online platforms**

Ready to build brands not just baskets

Highly
receptive
audience

Broad brand
safe reach

bol.

The #1 retail platform in NL & BE

13.7 M

Customers in NL & BE

112M

Visits per month

47M

Items for sale

74.8%

Reach per Month*



Highest Reach

In e-commerce market

Most Loved

Retail Brand 2023

Highest Engagement

On social media

Ready to build brands not just baskets

Highly
receptive
audience

Broad brand
safe reach

Insights for
rich media
planning

bol.

**Category
Consideration
Rate**

**Consideration
Ranking**

**Promo x
Ad Synergy**

**Wallet
Share
Growth**

**Customer
Base Trends**

**New-to-
Brand
Share**

**Share of
Voice**

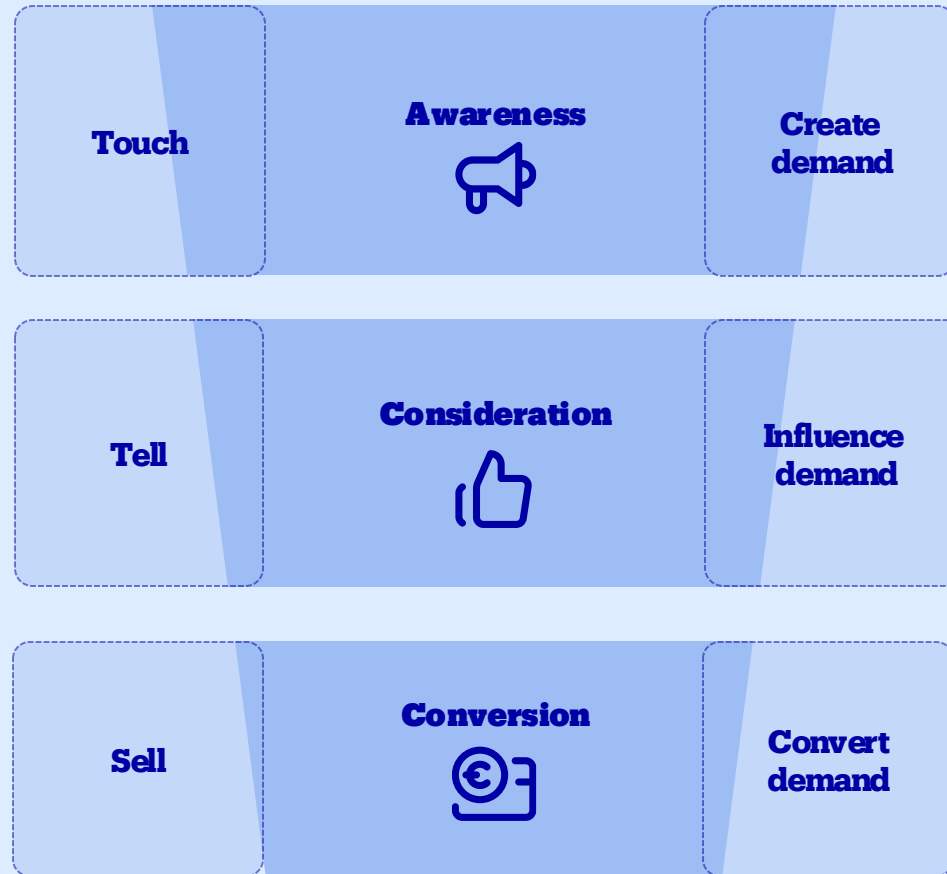
**Path to
Purchase**

**Product
Halo Effect**

**Path to
Purchase**

**Geo or
Segment
Uplift**

Building brands with bol Retail Media



Building brands with bol Retail Media

Awareness



**Create
demand**

Consideration



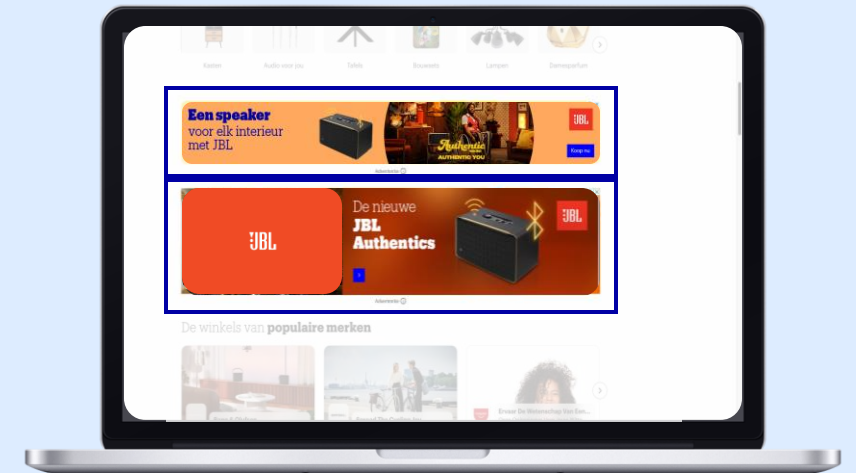
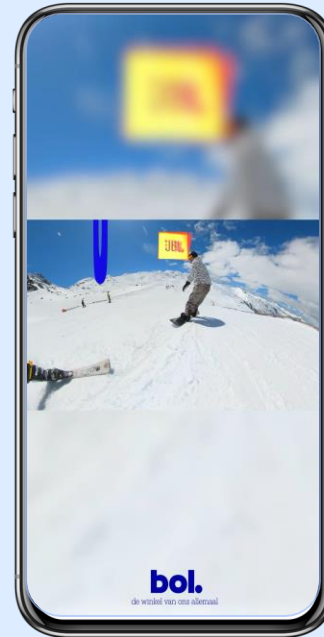
**Influence
demand**

Conversion



**Convert
demand**

Bol activations



Branded Display

Building brands with bol Retail Media

Branded Shelves

Awareness



Create demand

Consideration



Influence demand

Conversion

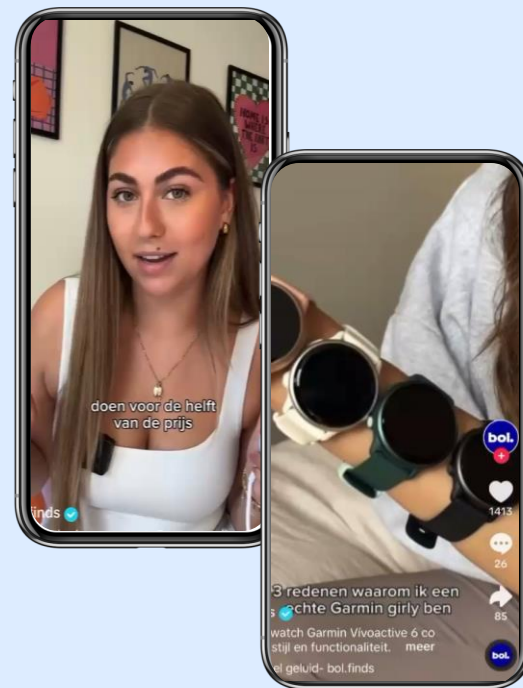
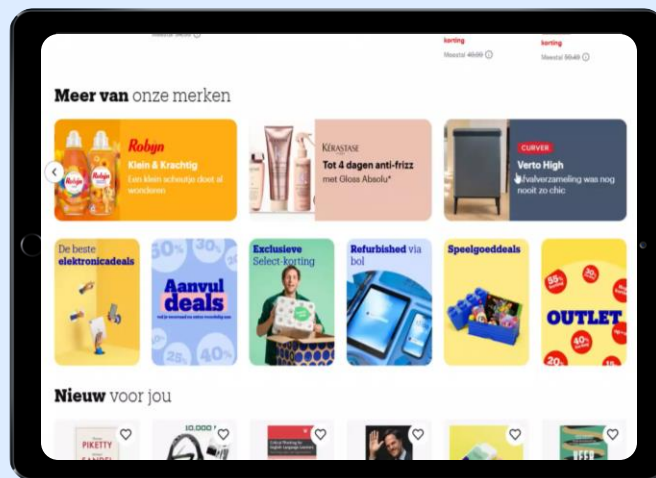


Convert demand

Launch!
Sept '25



Brand Activation Page



Creators for Brands

Building brands with bol Retail Media

Sponsored Products

Awareness



Create
demand

Consideration

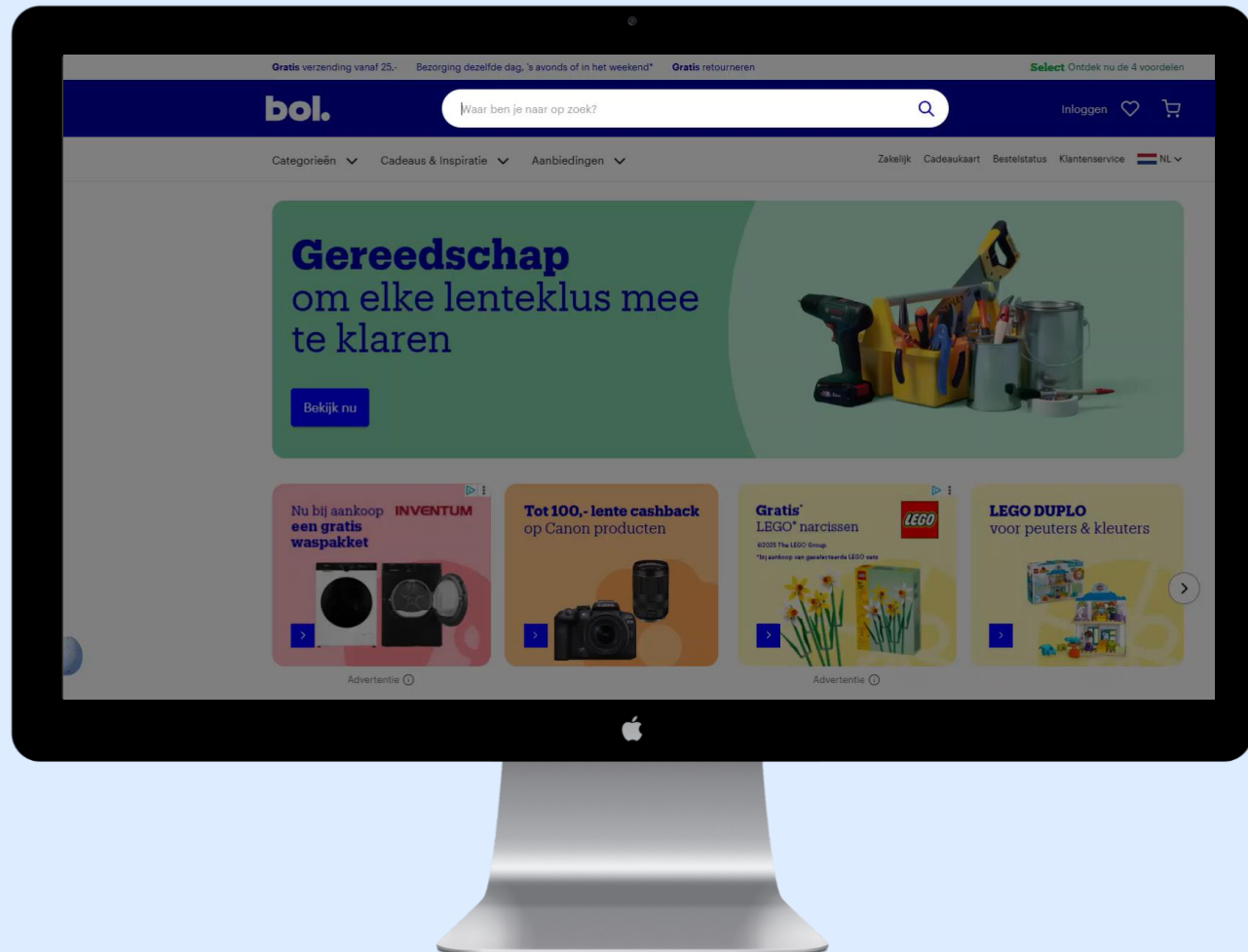


Influence
demand

Conversion

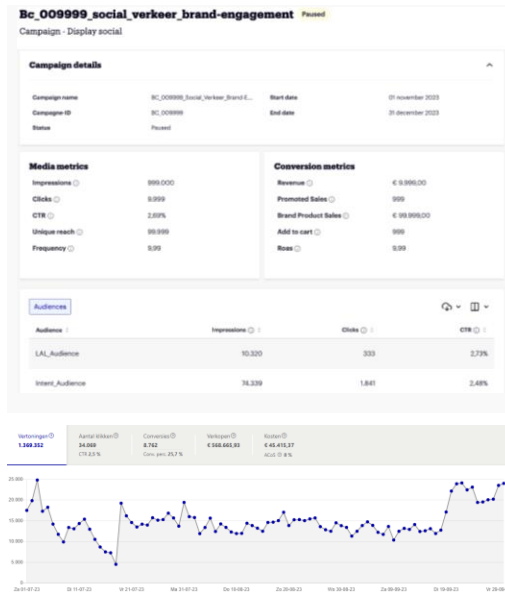


Convert
demand

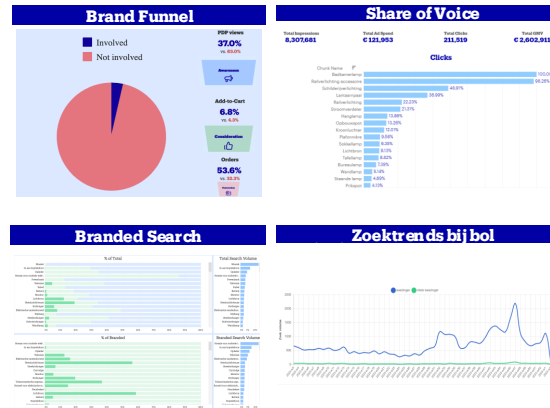


Measure, learn, optimise...

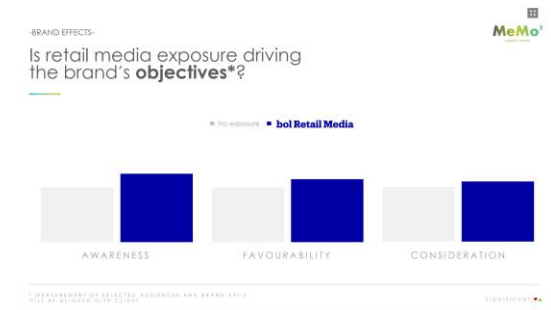
Campaign Results in Near Real Time



Insight into long-Term



Standardized measurements



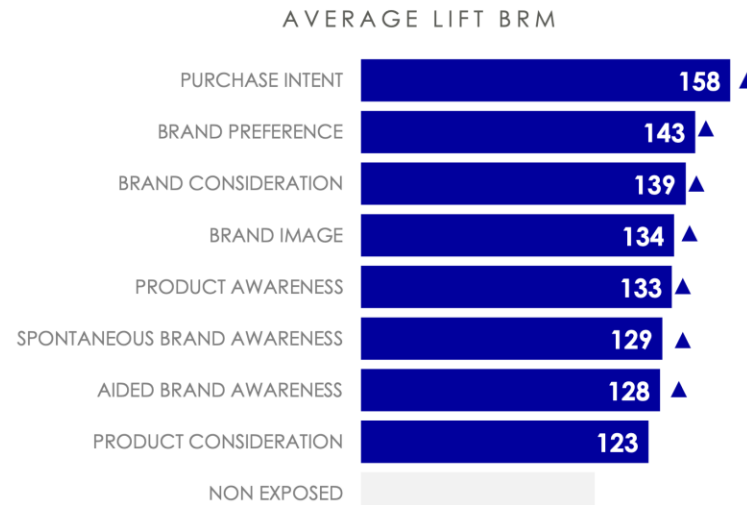
Don't just trust our word

-BOL RETAIL MEDIA NORMS-

MeMo²
A KANTAR COMPANY

Bol Retail Media ads drive **top to bottom** funnel growth

Bol Retail Media is driving both upper and lower funnel KPIs. The strongest impact is made on lower funnel KPIs, but also on upper funnel KPIs a significant growth is visible. Exposed audiences experience an average increase of up to 58%, with an average Brand Lift of ▲+36%.



Source: Total studies Brand Lift MeMo² a Kantar company x bol Retail Media 2024-2025(NL)

COST PER EFFECT AVERAGE BRAND KPIs



BOL: WEB/APP

€ 0,77

>35% more cost-efficient
compared to other
media*



**Does anyone know the
name of this product...**

bol.

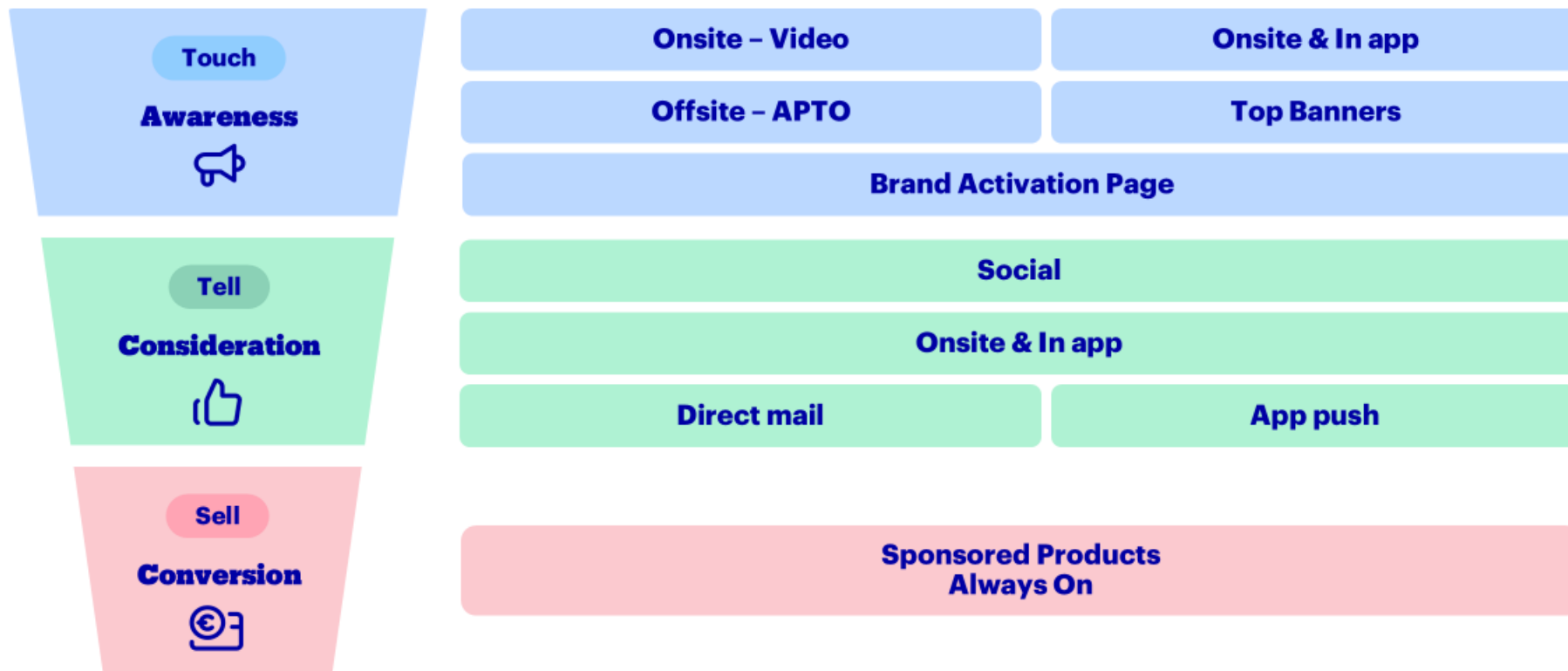
Philips OneUp?



bol.

Visibility in the awareness and consideration phase

Campaigns per phase





Awareness



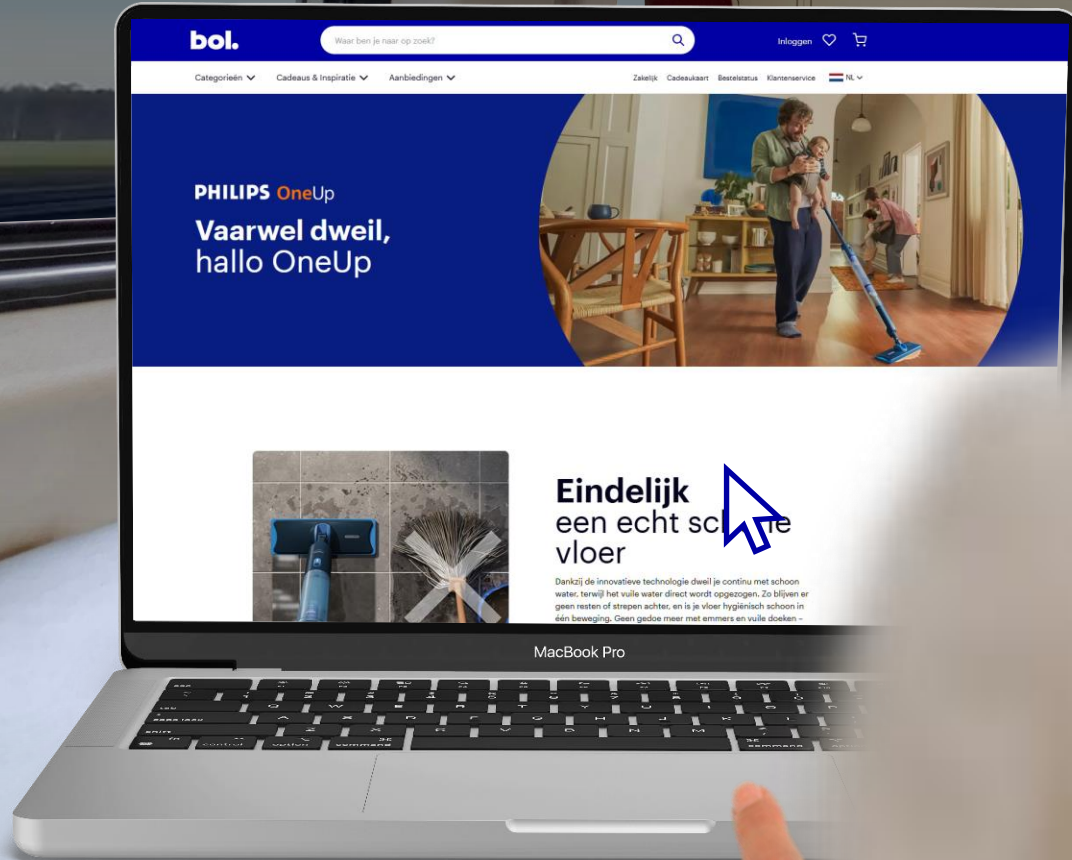


Awareness





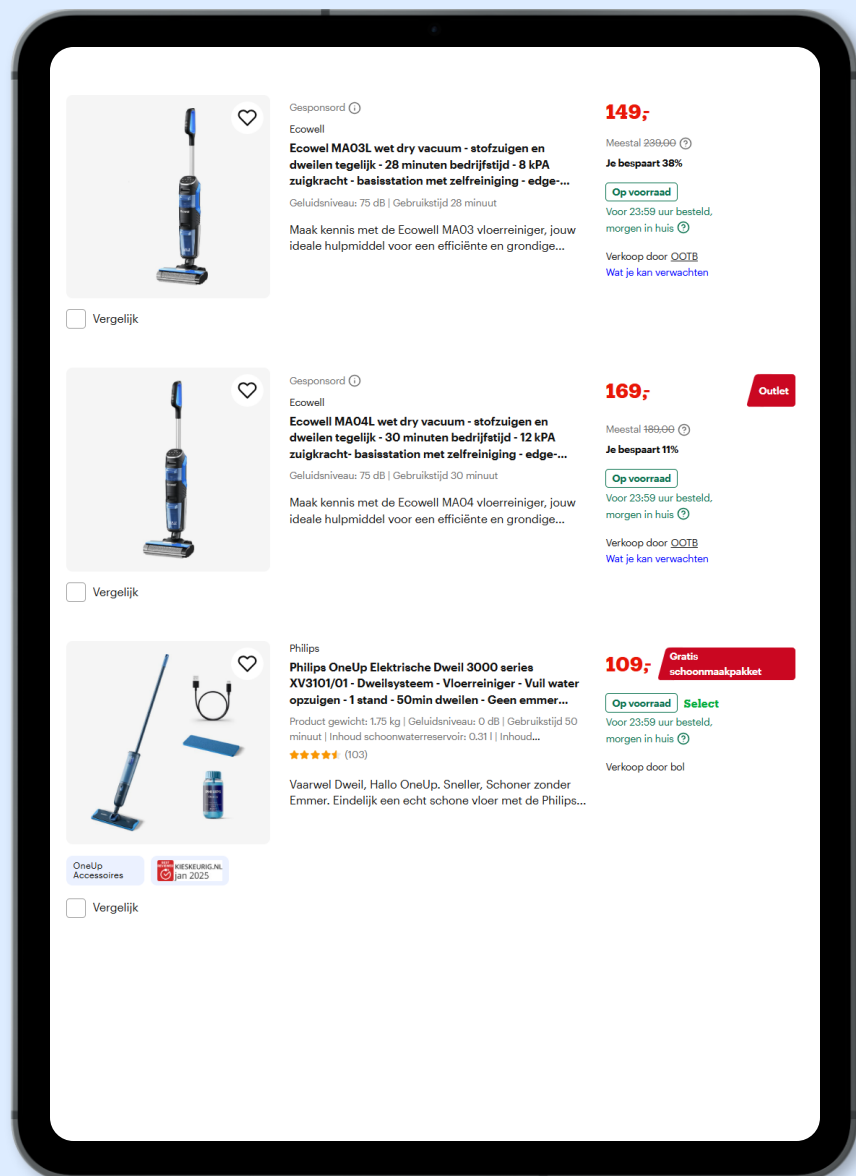
Consideration





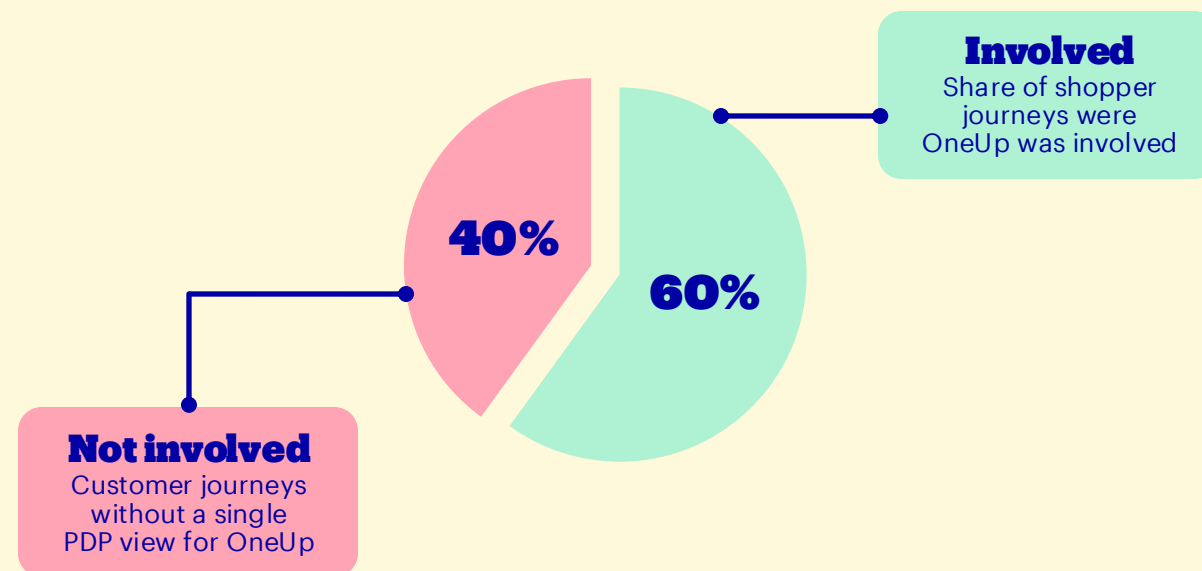
Conversion



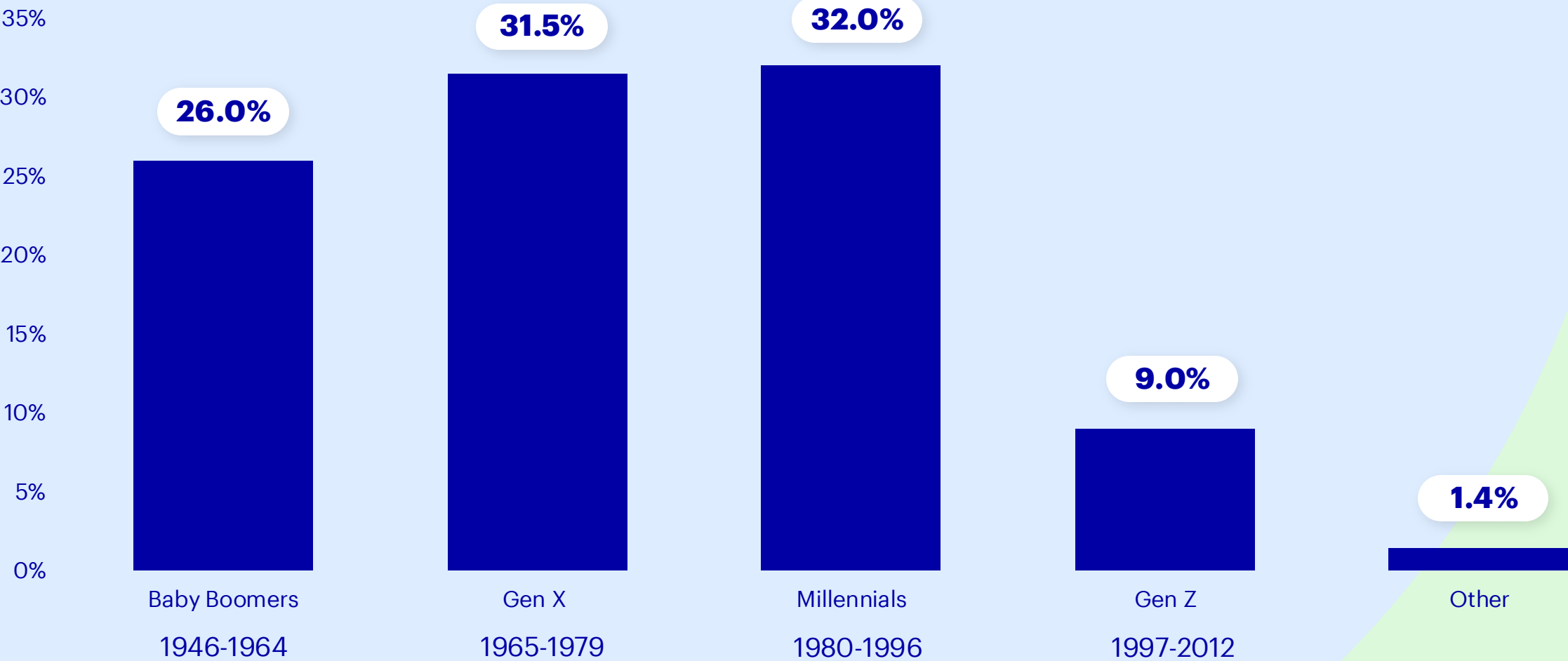


Branded funnel analysis

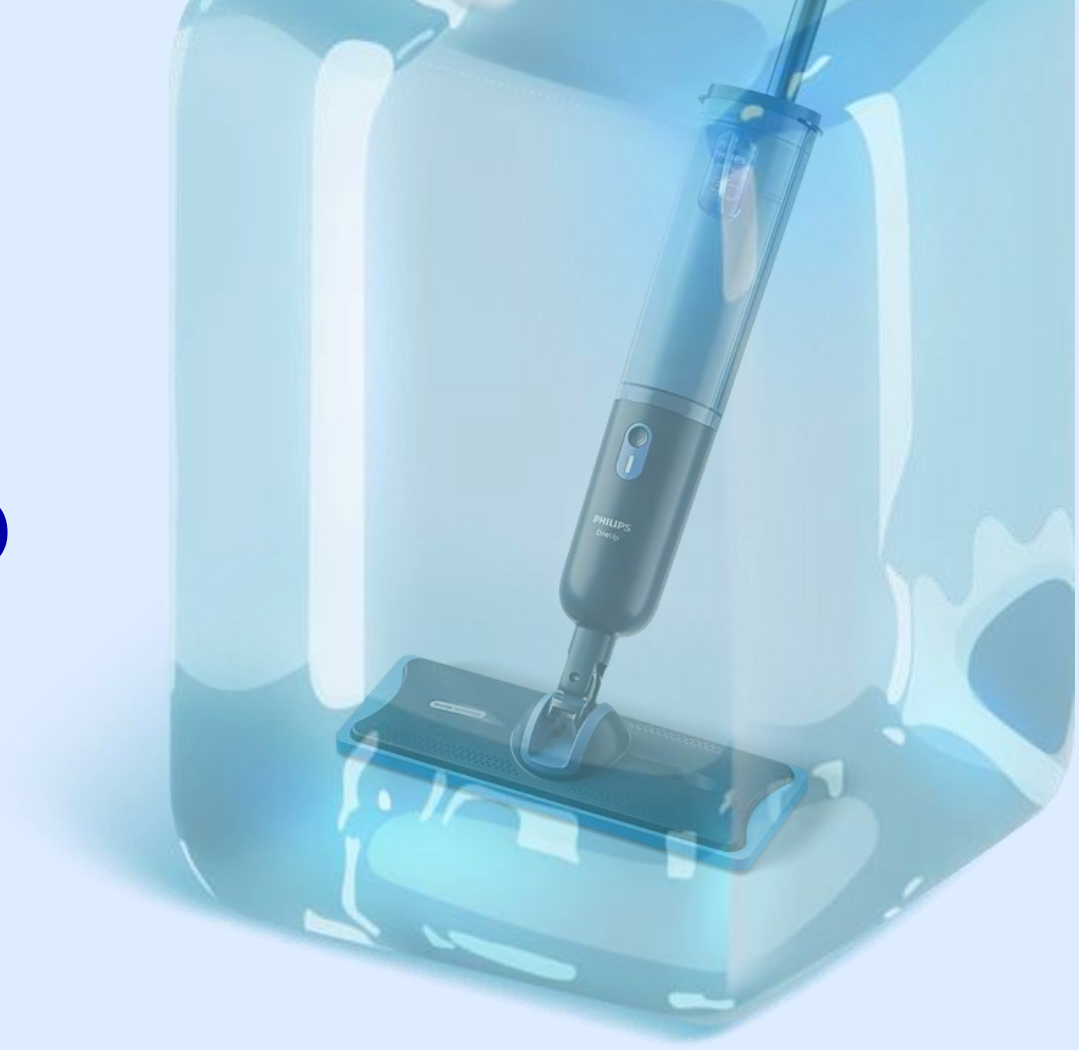
All customer journeys (PDP views) in the 'vloerreiniger' category



Philips – Generation Customer Demographics (%) – Orders in **Vloerreiniger**



Philips OneUp?





Quiz!
win a
OneUp



**How many search terms are
there for the word OneUp?**

Before you go...

Join us at the BRM Awards

Send us your case to take part

This is your chance to **showcase your work, inspire the industry** and maybe even **take home a trophy.**

Come and celebrate the best in retail



**Thank
you all!**

