

B&Q launches retail media

What is it?

Kingfisher subsidiary B&Q is partnering with CitrusAd to bring retail media opportunities to third-party brands.

Why does it matter?

This is the first retail media partnership for Kingfisher in the UK, following a proposition launched earlier this year in France. Over time, Kingfisher sees the potential for retail media revenue to reach up to 3% of group ecommerce sales as third-party brands leverage its network to become retail media advertisers.

Strategic implications:

Following on from the rapid growth of retail media in grocery, we anticipate ongoing development in other sectors. Currys also launched a retail media network earlier this month.

STEPIC drivers/winning strategies:

Leveraging data for new revenue streams
Personalised experiences



"We are bringing brands exciting opportunities to make their marketing budgets go further through the power of data, offering customers tailored and relevant adverts at just the right time in their shopping journey"

Marc Vicente, group digital director, Kingfisher

