

## Meijer Enhances its Retail Media Network with New Closed-Loop Measurement Capability

**Meijer Media continues to experience growth through integrated marketing and ecommerce partner campaigns**

**GRAND RAPIDS, Mich.** – Meijer announced today it has introduced closed-loop measurement for display advertising both onsite and offsite through its retail media network – Meijer Media. This enhanced measurement provides brand partners better visibility to sales impact through Meijer Media campaigns both in-store and online.

In partnership with digital leaders such as Google, Criteo, and others, Meijer continues to strengthen its status as a preferred retail media partner. The company now offers enhanced capabilities to customize customer messaging and deliver targeted content onsite, in-app, offsite, or on social media. Additionally, Meijer has expanded its ability to measure closed-loop marketing performance through onsite display via Google Advertising Manager (GAM) and offsite display via DV360.

“Meijer is the gold standard of partnership in the Omni space – seamlessly integrating the power of in-store and online,” said Kevin Hoppe, Sr. Manager, Omni Commerce, Grocery for WK Kellogg Co. “Their new retail media solutions further amplify their already strong capabilities.”

Due in part to its new solutions, Meijer Media Q1 FY24 partner activations have increased more than 53% and campaign volume increased 76%, compared to the retailer’s Q4 FY23 average.

“Meijer Media has grown tremendously over the past year, delivering in-depth measurement and advanced customer insights that are difficult to uncover from more traditional advertising platforms,” said Jeff Leitch, Director of Meijer Media & Category Marketing at Meijer. “Our closed-loop reporting and data on real purchase behaviors gives our partner brands a deeper understanding of their customers.”

With Meijer Media, brands have access to direct transaction data, enabling them to make meaningful connections with millions of Meijer customers across the Midwest. Brands also have access to an expanded set of channels, allowing the service to be a one-stop shop for deepening customer relationships and driving a more personalized journey for customers who shop their products at Meijer.

“Meijer Media is built off the same values that are foundational to Meijer – providing customers with an exceptional shopping experience and developing long-lasting, mutually beneficial partnerships,” said Derek Steele, Group Vice President of Customer Strategy & Marketing at Meijer. “When brands partner with Meijer Media, they are connected with our dedicated, best-in-class team of merchants, marketers, and media buyers, who bring robust digital capabilities and superior delivery for every campaign.”

Potential partners interested in more information about Meijer Media should visit [meijermedia.meijer.com](https://meijermedia.meijer.com) or contact [info@MeijerMediaNetwork.com](mailto:info@MeijerMediaNetwork.com).

**About Meijer:** Meijer is a privately owned, family-operated retailer that serves customers at more than 500 supercenters, grocery stores, neighborhood markets, and express locations throughout the Midwest. As the pioneer of the one-stop shopping concept, more than 70,000 Meijer team members work hard to deliver a friendly, seamless in-store and online shopping experience featuring an assortment of fresh foods, high-quality apparel, household essentials, and health and wellness products and services. Meijer is consistently recognized as a Great Place to Work and annually donates at least 6 percent of its profit to strengthen its communities. Additional information on the company can be found by visiting [newsroom.meijer.com](https://newsroom.meijer.com).

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Additional assets available online: [Photos](#) <sup>(1)</sup>

<https://newsroom.meijer.com/2024-03-18-Meijer-Enhances-its-Retail-Media-Network-with-New-Closed-Loop-Measurement-Capability>