How to catch the shopper
in a hybrid leaflet world

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Welcome!
Nice to see you all

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Every month, 87M people across the globe find inspiration and enjoy shopping by using our product.

2000+
customers

100+
Countries
(customers)

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Digital vs. Paper Leaflets

1

10+ years ago

- Print PDF online
- Print & paper share rhythm
- Print leaflets most readers

2

5 years ago

- Mobile-first design (PDF)
- Start of hybrid print & online
- Save time on design
- Start of data-driven leaflets
- Digital leaflets nr. 1 page on retailers website

3

NOW

- Dynamic
- Personalization
- Trade & RMS

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What shoppers expect in 2025-2026

Anywhere Anytime

Personalized Moments

Inspiring Experiences

Immediate Fulfillment

Sustainability Matters

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What retailers want in 2025-2026

Cross-channel synergies, data, and maximized reach of leaflets

Automated

Flexible

Personalized

SMART CREATION

Owned channels

Affiliates

Paper Leaflet

MAXIMIZE REACH

Shoppable

Retail Media

MAXIMIZE ROI

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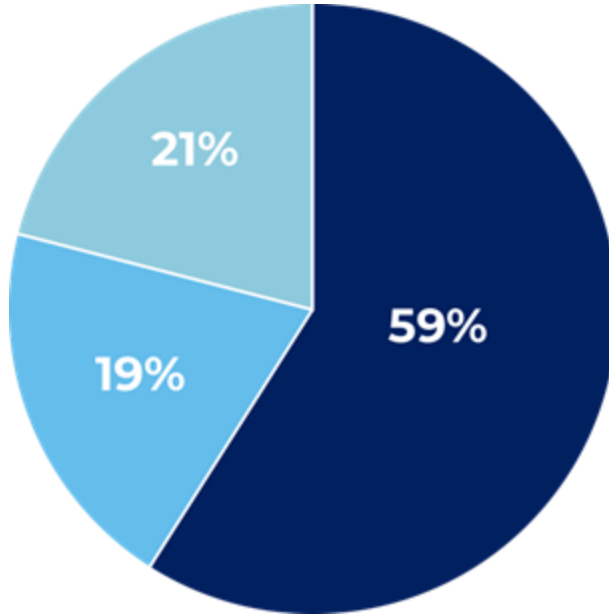
Why leaflets are still the

Nr. 1

for retailers online

~50% of shoppers know exactly what they want...

... but the other 50% are browsing, looking for inspiration and discovery.

Shoppers prefer a closed leaflet environment; giving them the confidence of seeing every offer clearly in one place
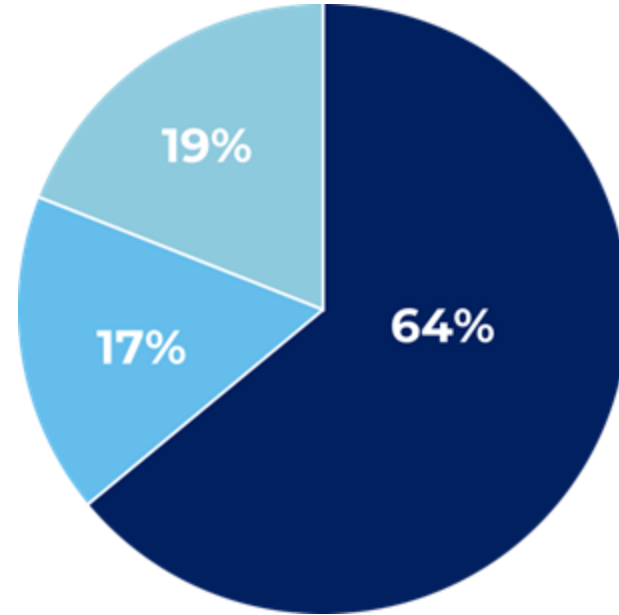
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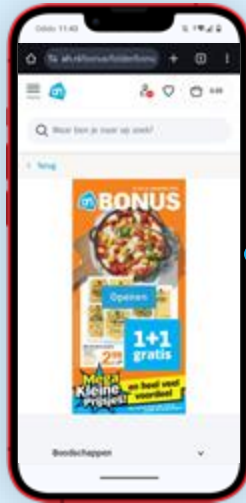More and more hybrid use!

2022

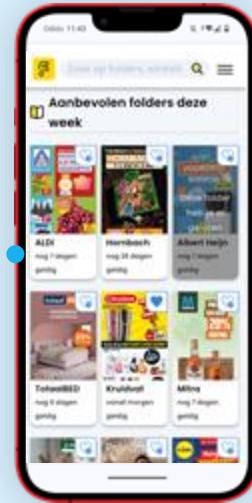| Hybrid | Digital | Paper |

2024

| Hybrid | Digital | Paper |

And >256% than in 2018!

Where do consumers browse leaflets online?

Owned channels:

- Website
- Mobile App
- Social
- Etc.

**Affiliates &
partner networks**

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The digital leaflet today

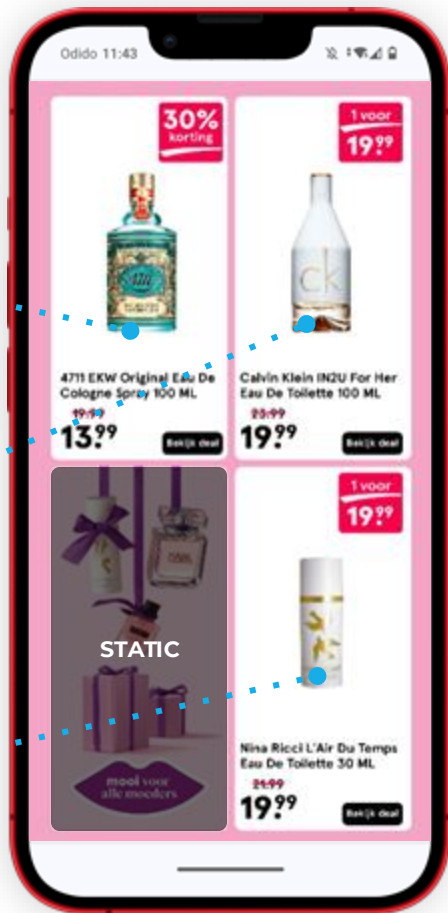| **A new channel** *(not print!)*	**Interactive**	**Dynamic content** *(AI & personalization)*	**Shoppable landing pages**	**Data & insights**	**Retail Media**
1	**2**	**3**	**4**	**5**	**6**

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PRODUCT FEED
(XML / CSV)

STATIC

Dynamic content
Automatically loading products from product feed

+15 - 20% CTR

+6 - 10% Conversion

Up to **80%** **time-savings**
(on design and creation)

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What is retail media in leaflets?

1 Sponsored Placements

2 Thematic Content Zones
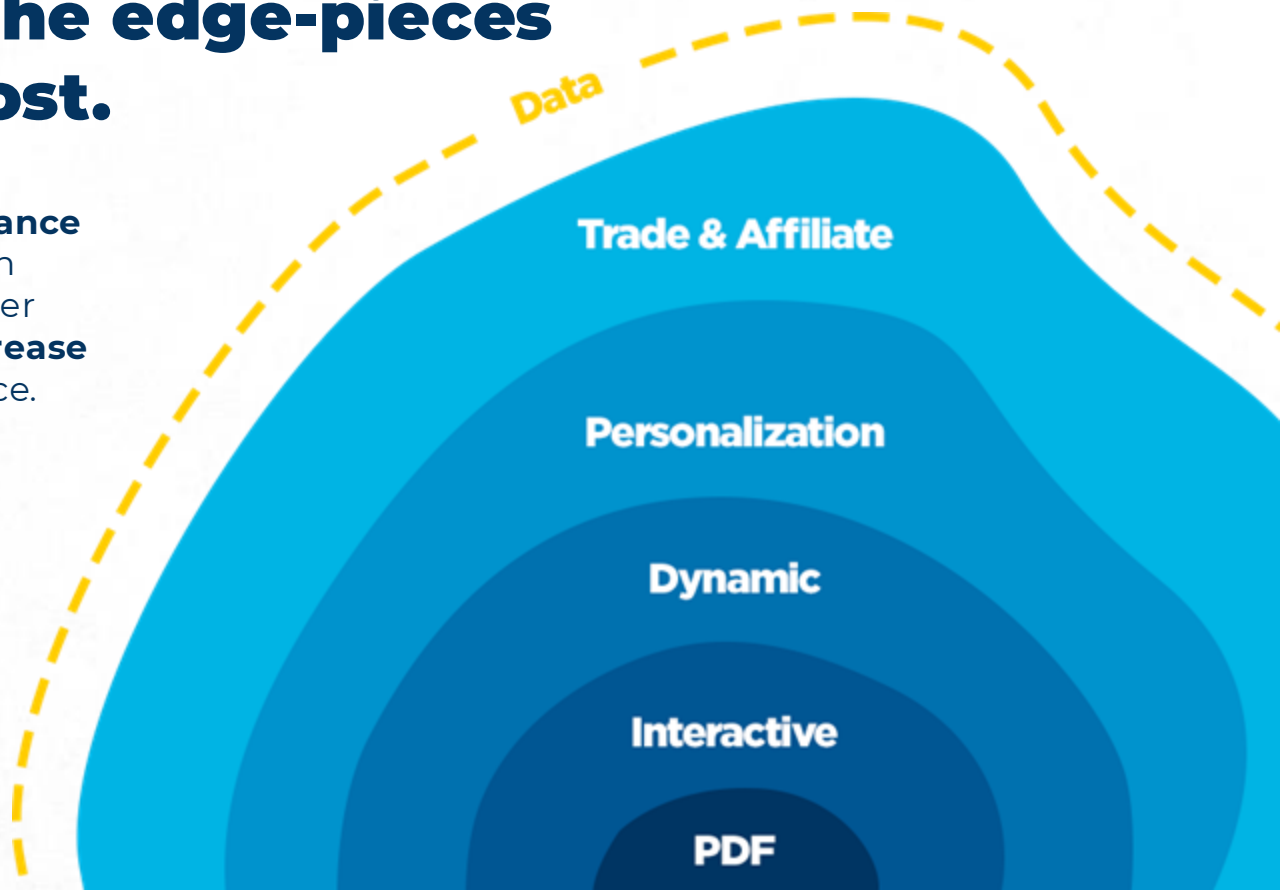
3 Brand Takeovers

4 Personalized Promotions

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Every puzzle needs pieces; data gives us the edge-pieces that matter most.

We use data to **track performance** and **optimize** publications with customers; enabling us to better address **visitor needs** and **increase the relevance** of the experience.

Data

Trade & Affiliate

Personalization

Dynamic
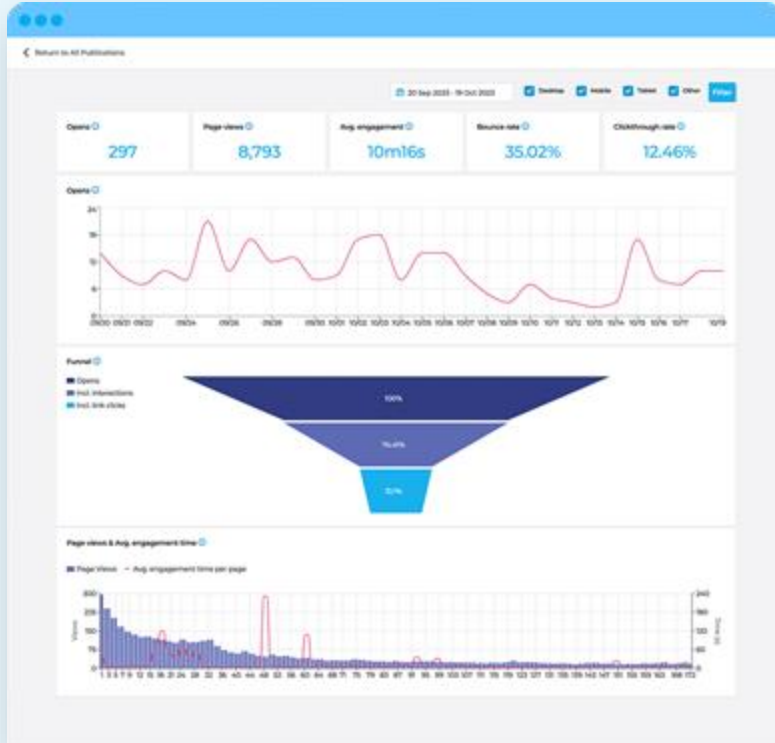
Interactive

PDF

Accelerating Digital Growth

Helping clients evolve through smart, scalable digital solutions

Key areas of our work:

- Strategic inspiration, support, guidance

- Tailored strategies & tactics

- Automated publishing

- Maximization of ROI

+200%
Sales from catalog

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But it is also used..

Customers
- Benchmarking
- Campaigns
- Retail media
- To be relevant and personal
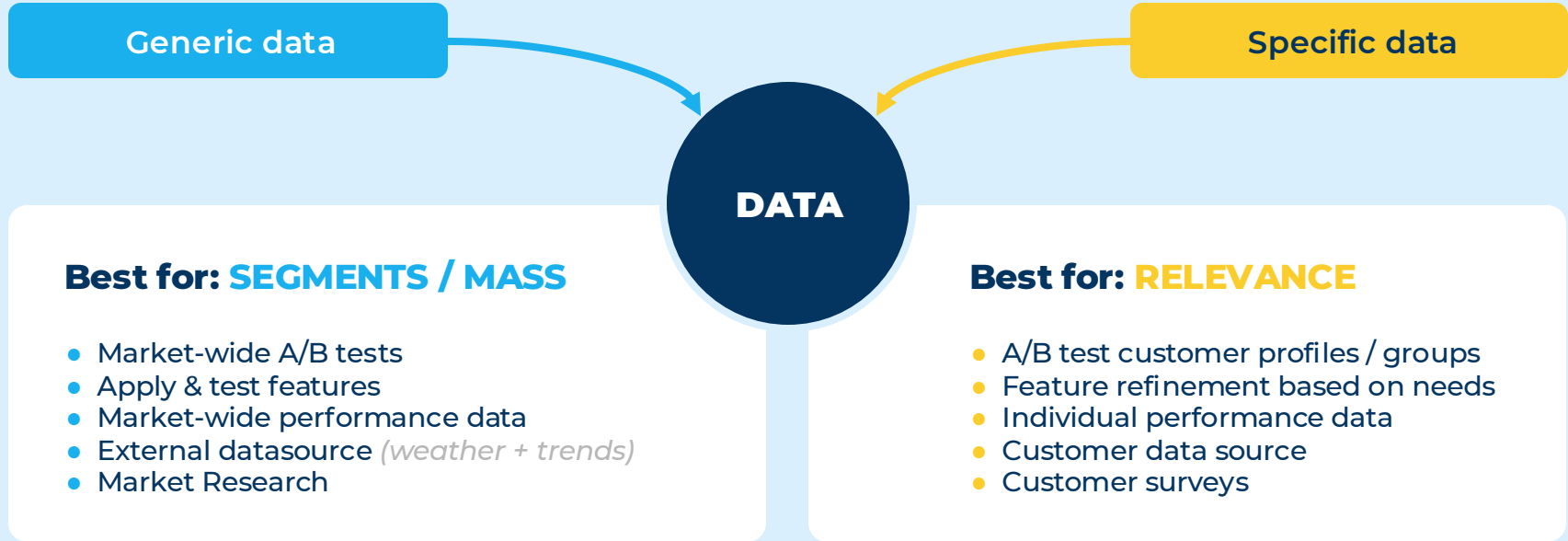- Collect interests and needs

Suppliers
- Performance by single or multiple customers
- To be relevant to the right person at the right time

For other media
- Optimize or personalize offline
- Improve and specify distribution plan

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How we approach

Generic and specific data points

Generic data → **DATA** ← **Specific data**

Best for: SEGMENTS / MASS

- Market-wide A/B tests
- Apply & test features
- Market-wide performance data
- External datasource *(weather + trends)*
- Market Research

Best for: RELEVANCE

- A/B test customer profiles / groups
- Feature refinement based on needs
- Individual performance data
- Customer data source
- Customer surveys

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Thanks & Questions?

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Use case example – seasonal sponsorship

Summer Outdoor Living

Page 2: Sponsored by Weber (grills)

Summer Outdoor Living

Page 4: Sponsored by Bosch (tools)

Summer Outdoor Living

Page 6: Sponsored by Bosch (tools)

Campaign Results

+23% CTR vs. organic product tiles, **+14% dwell time**

Revenue

Paid by suppliers as part of vendor support budgets