

MAISONS DU MONDE



MAISONS DU MONDE SELECTS MIRAKL ADS TO POWER RETAIL MEDIA ADVERTISING ON MARKETPLACE

As the only solution specifically optimized for marketplaces, Mirakl Ads enables Maisons du Monde to monetize traffic through a single combined interface with marketplace

Thursday, 15th June 2023, Maisons du Monde, the European leader in inspiring, affordable, and sustainable homes, and Mirakl, the leading SaaS suite of solutions to power scalable, profitable eCommerce growth, today announced the adoption of the Mirakl Ads retail media solution in the Maisons du Monde marketplace powered by Mirakl. With the addition of Mirakl Ads, Maisons du Monde opens up its marketplaces in France, Italy and Spain to new sources of revenue from retail media, while simultaneously further improving the shopping experience on offer to customers.

As traditional eCommerce sales return to pre-pandemic levels, retail media presents a significant opportunity for companies seeking new sources of revenue and profitability to power increased growth. Digital giants have already started reaping the value of the retail media opportunity. With the global opportunity now projected to reach over \$160 billion worldwide by 2027, retail media allows companies to also monetize the 97% of website visitors that do not convert to sales. For companies such as Maisons du Monde, that have already chosen to launch a marketplace, and which see on average a more than 30% increase in organic traffic to their site following the launch of their marketplace platforms, the retail media opportunity is even greater.

For Maisons du Monde, such a retail media project is fully in line with its recently announced 3C plan (customers, costs & cash), illustrating its strong commitment to delivering optimal customer experience. Thanks to AI-based technology, the selection of sponsored products promoted by Mirakl Ads will be fully personalized – and therefore highly relevant – to each visitor. 91% of consumers say they are more likely to shop on platforms that provide them with relevant offers and recommendations, and so this capacity to personalize an offering is a highly valuable feature in any eCommerce strategy.

Mirakl Ads, the only retail media solution specifically optimized for marketplaces on the market, offers retailers the opportunity to promote both marketplace and first party products. Thanks to its native integration into the Mirakl Platform and Mirakl Connect ecosystem, brands on the Maisons du Monde marketplace can easily and efficiently manage their advertising activity through one single interface and can benefit from premium advertising spaces that increase the visibility of their products.

«Our international marketplace in France, Spain, and Italy already accounts for more than 36% of our total online GMV, and retail media is the logical next step to enhance the growth and profitability of our eCommerce business. Our collaboration with Mirakl has been very fruitful for the past 3 years and we chose to work with their retail media solution as Mirakl Ads is the only solution that is specifically optimized to our marketplace. This project is a performance driver for the business, while also helping us to generate more value for our customers, sellers, and advertisers.» **said Constance Fouquet, Chief Digital Officer, IT & B2B, Maisons du Monde.**

«Maisons du Monde has always been a first mover and marketplace pioneer in their sector. We are delighted that our collaboration is now expanding with the adoption of Mirakl Ads on their Mirakl-powered marketplace. Retail media is a proven growth lever for retailers' eCommerce activity. Through Mirakl Ads, we are giving businesses from all sectors the tools they need to seize the retail media opportunity so that they can not only compete, but lead in the new digital economy,» **said Jean-Gabriel de Mourgues, Executive Vice-President of Mirakl Connect and Growth Solutions, Mirakl.**

About Maisons du Monde

Maisons du Monde is the European leader in affordable, desirable and sustainable homes. As a brand characterized by openness and dialogue, it unites its 7 million customers around desirable and sustainable lifestyles. Atmospheres for the home across multiple styles can be found in its constantly renewed range of furniture and decor. With optimism, creativity, commitment and proximity as its core values, the brand is based on a high-performance, omni-channel model. Digitalisation and customer service drive this love brand and its raison d'être: «To inspire people to be open to the world, so that together we can create unique, welcoming and sustainable places to live». In 2022, Maisons du Monde launched the brand's Good is Beautiful movement, to cement sustainable development within its strategy. This movement rests on five pillars. Allowing beauty and goodness to go hand in hand.

About Mirakl

Mirakl is a global SaaS technology company that enables businesses to achieve profitable and sustainable eCommerce growth. Mirakl's industry-leading suite includes solutions in marketplace, dropship, supplier catalog management and pay-out, supplier sourcing ecosystem, personalization, and retail media to revolutionize the way businesses sell online. Mirakl's award-winning technology is chosen by more than 400 of the world's most trusted brands across retail and B2B industries, including Airbus, Decathlon, Galeries Lafayette, Kroger, Leroy Merlin, Macy's, Maisons du Monde, MediaMarkt, Sonepar, Toyota Material Handling and Yves Rocher. For more information visit www.mirakl.com.

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