

Maxeda retail media Sales brochure

2026

About Maxeda

Voor de makers



DIY tips

On advisory level



Focus on Sustainability



We help and inspire people, to create the home of their desires



7.2m

Praxis & Brico+ members



16.4m+

Monthly sessions



36.5%

ROPO effect



335

Stores

**Praxis
Brico
BricoPlanit**



€13.9m

Monthly online product revenue

About Praxis



About Brico



152
Stores



5.4m+
Monthly sessions
on Praxis.nl



40%
ROPO
effect

2.3m
Brico+
members



€3.3m
Monthly online
product revenue



What to expect?

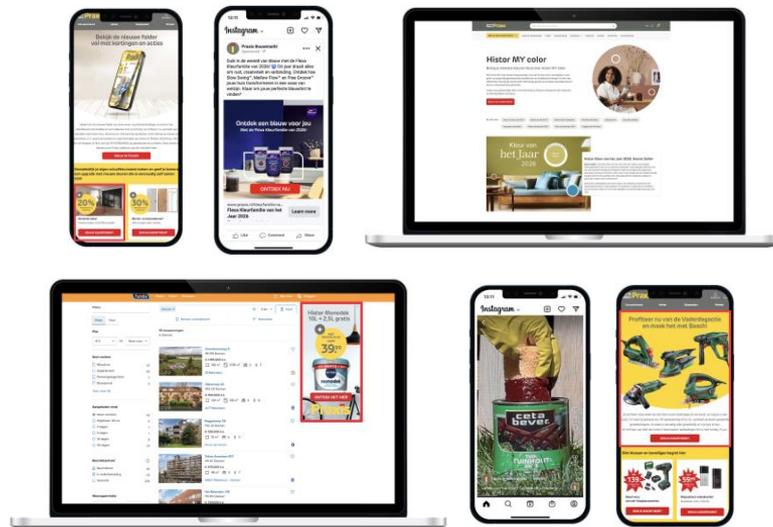
Create a true omnichannel DIY experience through on-site, off-site and content-driven solutions within the Maxeda environment.

 Full-funnel visibility: from inspiration to purchase.

 Access to Maxeda's first-party audiences.

 Flexible activation: from fixed placements to tailored campaigns.

 Clear performance insights through measurable KPIs.



On site advertising

Highlight your brand's (promotion) by placing a banner on the Maxeda websites to reach potential buyers and boost your product purchases.

Placement

Homepage, Action Page & Category Page

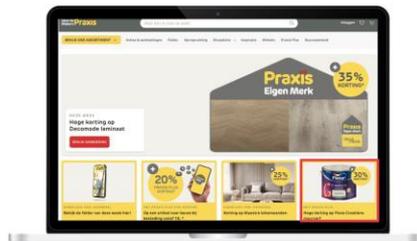
Duration

1 - 2 weeks

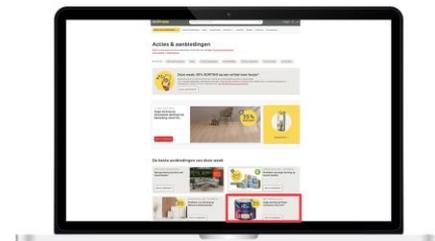
Metrics

Impressions, clicks & CTR

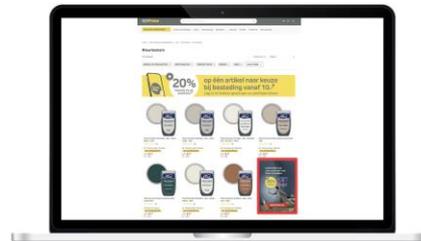
Homepage Banner



Action page Banner



Category Page Banner



Off site advertising

Expand your reach by placing ads in the most used paid channels targeting Maxeda's 1st party audiences and choose between an awareness or traffic goal.

Placement

Display, Social (Awareness & Traffic) and Google (Performance Max & SEA)

Duration

Flexible, depending on objective and media strategy

Metrics

Impressions, clicks & CTR

Google Ads

PMAX



Google Ads

SEA



Social Ads

Awareness

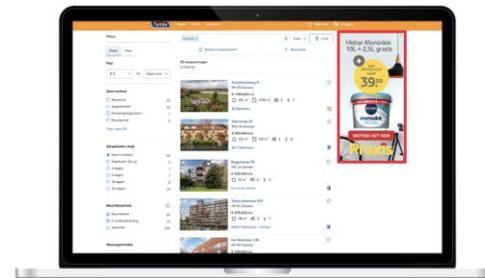


Social Ads

Traffic



*Display Ads



*Praxis only

Newsletter

Reach the Maxeda shopper through our large base of newsletter subscribers.

Placement

Newsletter Banner

Duration

One-time insertion or full-year integration (Journey)

Metrics

Impressions, clicks & CTR

Newsletter Banner

Inspirational



Newsletter Banner

Promotional



*Newsletter Banner

Header



*Newsletter Banner

'Next DIY' journey



Illustration of how a user can participate in i.a. "Next Volgende Elus journey" via the regular weekly newsletter

*Praxis only

Branded pages

Feature your product in Maxeda content. This allows you as a brand to tell the shopper your brand story on relevant channels.

Placement

Brandpage (Basis or Plus), Brandpage Update or Assortment page

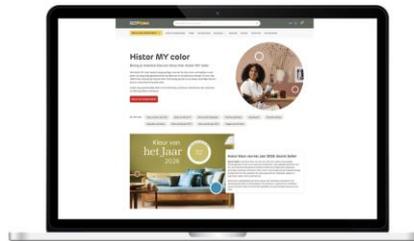
Duration

12 months

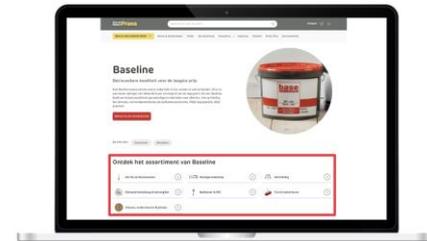
Metrics

Impressions, clicks & CTR

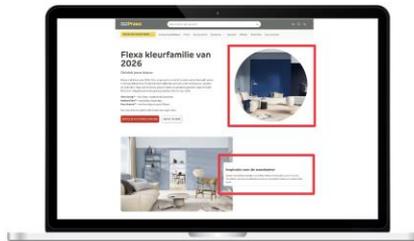
Brandpage Basis



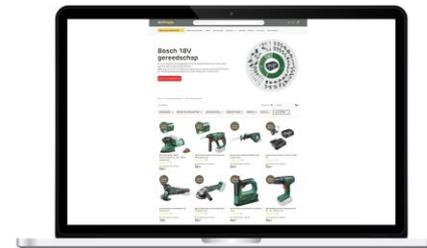
Brandpage Plus



Brandpage Update



*Assortment Page



*Praxis only

Special content

Feature your product in Maxeda marketing content. This allows you as a brand to tell the shopper your brand's USP on relevant channels.

Placement

Praxis YouTube web series, Digital folder or Praxis social spotlight

Duration

2 weeks (Digital Folder) or custom duration upon request

Metrics

Impressions, clicks & CTR

*Praxis YouTube Webserie



***Praxis only**

*Digital Folder



***Praxis only**

*Praxis Social Spotlight



***Praxis only**

Instore content

Feature your product instore at Maxeda. This allows you as a brand to tell the shopper about your brand.

Placement

Bannering, floor sticker, wobblers, shelf space

Duration

4 weeks – upon request

Metrics

Stores and store visits

Bannering



Floor sticker



Wobblers



Shelf space

