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Tradedoubler co-founds Bridge Retail Media to build a European retail media network

Stockholm, 7th April 2026 - Tradedoubler today announces the co-founding of Bridge Retail Media, a new venture aimed at building a scalable retail media network across Europe. The company is founded together with entrepreneurs Daniel Weilar and Sebastian Schröder.

The initiative marks a strategic step for Tradedoubler into the fast-growing retail media space, expanding its offering to advertisers and publishers while strengthening its position within performance marketing.

A strategic expansion into retail media

Retail media has rapidly become one of the most important growth areas in digital advertising. At the same time, the market remains fragmented, with many solutions lacking scalability and commercial integration.

“Retail media is a natural next step in our evolution. It builds on our strong foundation in performance marketing, while enabling us to unlock new value for both advertisers and publishers,” says Matthias Stadelmeyer, CEO of Tradedoubler. “With Bridge Retail Media, we are creating a structure that allows brands to activate media closer to the point of purchase, while helping retailers better monetize their traffic and data.”

Building a scalable network across Europe

Bridge Retail Media will build a network connecting multiple retailers into a unified media ecosystem. Unlike traditional retail media setups, which are often siloed at the individual retailer level, the network enables brands to access aggregated reach, standardized integrations, and conversions across partners.

The model is designed to:



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- Connect multiple retailers into a scalable media network
- Enable seamless integration for partners
- Deliver measurable commercial outcomes for advertisers

“Retail media is growing fast, but many current solutions are siloed and difficult to scale. Bridge Retail Media is built to connect the entire value chain and unlock the full potential of the channel,” says Daniel Weilar, Co-founder of Bridge Retail Media.

“There is a unique window of opportunity right now, where retailers’ first-party data and traffic can be activated in more efficient and measurable ways for brands,” adds Sebastian Schröder, Co-founder.

Strengthening the offering to clients and partners

Through the new venture, Tradedoubler will be able to offer a more comprehensive solution to its clients, integrating retail media into its existing performance marketing capabilities.

“Bridge Retail Media allows us to move further into the transaction layer of digital advertising. It complements our existing business and strengthens our long-term value proposition,” says Matthias Stadelmeyer.

About Bridge Retail Media

Bridge Retail Media is a retail media company building a European network of e-commerce retailers and advertisers. The company was co-founded in 2026 by Tradedoubler together with the entrepreneurs Daniel Weilar and Sebastian Schröder.

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