

About Offerista Group

The Offerista Group is Europe's largest network for digital retail marketing and offers international digital solutions for retailers and brands. Location-based offer and store marketing is realised with measurably efficient cross-channel solutions. This enables retailers and brands to activate and engage their relevant target groups. To achieve this, Offerista relies on cross-channel dynamic offer communication on international native premium platforms such as Microsoft Bing, bring! shopping list or Chefkoch, as well as on high-reach advertising and social media channels such as TikTok, Pinterest and Instagram.

Together with ShopFully, the European tech company leader in Drive to Store, the Offerista Group supports more than 500 top international retailers and brands in 25 countries, reaching 200 million shoppers worldwide across all channels along the customer journey. At 21 offices worldwide, a 450-strong team at Offerista and ShopFully is dedicated to digital retail marketing. CEO of Offerista is Benjamin Thym.