

RETAIL

Saks launches retail media network

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The company has created the Saks Media Network, pitching brand partners interested in boosting their sales via online channels. Image credit: Saks

By LUXURY DAILY NEWS SERVICE

U.S. retailer Saks is introducing a new online marketing vehicle.

Revealed this week, the company has created the Saks Media Network, pitching brand partners interested in boosting their sales via first-party-data-informed digital promotions. The Saks.com placements -- sponsored product ads and on-site display banners are currently available -- promise to help consumers find luxury items tailored to their preferences.

"With the launch of our Saks Media Network, we are expanding our offerings for brand partners by helping their products reach the right luxury customers when and where they are actively looking to purchase," said Kristin Maa, SVP of growth at Saks, in a statement.

"Our view of the full shopping journey across the Saks Fifth Avenue digital and physical ecosystem enables meaningful, personalized customer engagement and product discovery, and the Saks Media Network is the next step in leveraging our data-driven insights and industry expertise to enhance the customer experience."

Traffic drivers

The Saks Media Network aims to deliver product inspiration and encourage discovery as Saks continues to enhance the online experience.

Clients will be granted access to a data-optimized digital tool through the new endeavor, allowing for better-targeted consumer reach.



The Saks Media Network aims to deliver product inspiration and encourage discovery as Saks continues to enhance the online experience. Image courtesy of Luis Guilln for Saks

New York-based fashion brand Ramy Brook is one of the first looking to expand reach through the Saks Media Network.

“Saks’ Media Network presented an exciting new avenue to achieve our business goals by increasing our brand’s visibility and driving improvements in both traffic and revenue for Ramy Brook on Saks’ ecommerce platform,” said Ramy Brook Sharp, founder and creative director of Ramy Brook, in a statement.

“Saks’ mission to help customers express themselves through inspiring fashion is closely aligned with our vision to empower women and help them feel confident wearing Ramy Brook, so we were thrilled to embrace this new opportunity to engage with Saks customers.”

Retail-owned media networks are rising in popularity ([see story](#)). French luxury conglomerate LVMH activated an advertising conduit earlier this year ([see story](#)).

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