



Aldi Case Study

Connecting with UK shoppers at scale





The Challenge

Aldi wanted to extend the reach of its Every Day Low Price messaging beyond its core media activity while maintaining a premium brand environment. With increasing competition for attention during the summer retail period, Aldi needed a solution that could deliver scale across trusted publisher brands while driving strong engagement and ensuring advertising appeared in high-quality, brand-safe environments.

The Solution

Using Atria Marketplace, Aldi activated a curated Private Marketplace across leading UK publisher groups, combining premium first-party publisher inventory with high-impact mobile formats. The campaign utilised Adnami's Mobile Midscroll creative, designed to maximise visibility and attention within the reading experience, helping Aldi's value-focused messaging stand out while reaching shoppers at scale across trusted editorial environments.

The Results

The campaign delivered more than 1.3 million impressions over the month-long activity, achieving a 0.33% CTR, outperforming the UK benchmark by 22%. Engagement was equally strong, with performance exceeding the APM UK benchmark by 18%, demonstrating the effectiveness of combining premium publisher inventory, audience targeting and high-impact creative formats to drive attention and shopper engagement.

Aldi ran its Every Day Low Price Summer messaging through Atria Marketplace, using a high-impact Mobile Midscroll placement built with Adnami to land the value message in premium, trusted UK editorial environments.

The format was chosen for attention: a full-width mobile unit that appears mid-article, giving the creative room to work without disrupting the reading experience.

The campaign ran across the full month of August 2026 through a curated PMP spanning premium UK publisher groups, using first-party publisher inventory and audiences delivered through Atria.



0.33%^c
TR

+22% vs 0.27% UK
benchmark

+18%

Above eAPM UK
benchmark

1.3M

Impressions



Cajun chicken breast fillets £2.99/275g, £10.87 per kg.
For verification information see [aldi.co.uk/price-check](https://www.aldi.co.uk/price-check)