

ALGONOMY

Case Study

martin&servera

From Pilot to Profit:
**How Martin & Servera
Built Retail Media
In-House**



Segment

Food, Beverage &
Equipment Wholesaler
& Foodservice



Objective

Generate new revenue
by introducing
sponsored product
recommendations on
the B2B e-commerce
platform.



Product

Recommend™
with Data Science
Workbench

The Results at a Glance

Across an eight-month window, the in-house program proved out as a scalable, high-performing revenue stream.



2.9%

Average Purchase
Rate



4.1%

Click-Through Rate
(CTR)



3.6x

CTR vs. standard
recommendations



25+

Suppliers onboarded
within the first year

Client Overview

Martin & Servera is Sweden's leading wholesaler for the restaurant and foodservice industry. Formed in 2012 through the merger of Martin Olsson and Servera R&S, the company supplies fresh produce, beverages, equipment, services, and training to restaurants, cafés, bars, and canteens across the country.

For over a decade, Martin & Servera has partnered with Algonomy, using Recommend™ (with Engage) to deliver personalized, data-driven recommendations on their B2B platform. This helps engage customers, improve relevance, and ensure users quickly find what they need.

Hej Hanna

Upptäck - Regionalt producerat > Rädda mat - Utförsäljning > Kampanj - Våra egna varumärken > Mina beställningar >

Det här brukar du köpa

Product	Origin	Climate Score	Price
Citron	KYLT 069583, SPANIEN F&G M/S	92/100	536,40 kr/krt
Rapsolja 10L	413252, SVERIGE MARTIN & SERVERA	82/100	253,66 kr/st
Vitlök skalad 1kg	KYLT 068502, KINA F&G M/S	88/100	66,19 kr/st
Gul lök 12kg SRS	KYLT 105802, SVERIGE KALMAR ÖLAND	95/100	105,44 kr/krt

Aktuellt just nu

KAMPANJ

Klar för avspark?

Gör din restaurang och pub matchklar inför sommarens fotbolls-VM, fyll på med mat, snacks och dryck till riktigt bra priser.

[Handla till kampanjpris](#)

Personalized Product Recommendations on Home Page, powered by Recommend™.

The Challenge

Having built a personalized procurement experience, Martin & Servera saw Retail Media as the next growth opportunity. They wanted to monetize website space by displaying sponsored product recommendations from supplier brands and private labels.

While they had identified high-impact placements and built a business case, they lacked the infrastructure to execute. The team needed to:

- **Automate sponsored placements:** Activate sponsored products by keyword, placement, audience, and campaign dates without manual merchandising.
- **Manage campaigns efficiently:** Onboard, monitor, and optimize supplier campaigns without creating operational burden for the eCommerce team.
- **Personalize sponsored ads:** Ensure sponsored products remain relevant through segmentation and behavioral context.
- **Avoid third-party ad solutions:** Validate retail media in-house without revenue share models or vendor lock-in.

Martin & Servera required flexibility, automation, and control without overhead.

The Solution

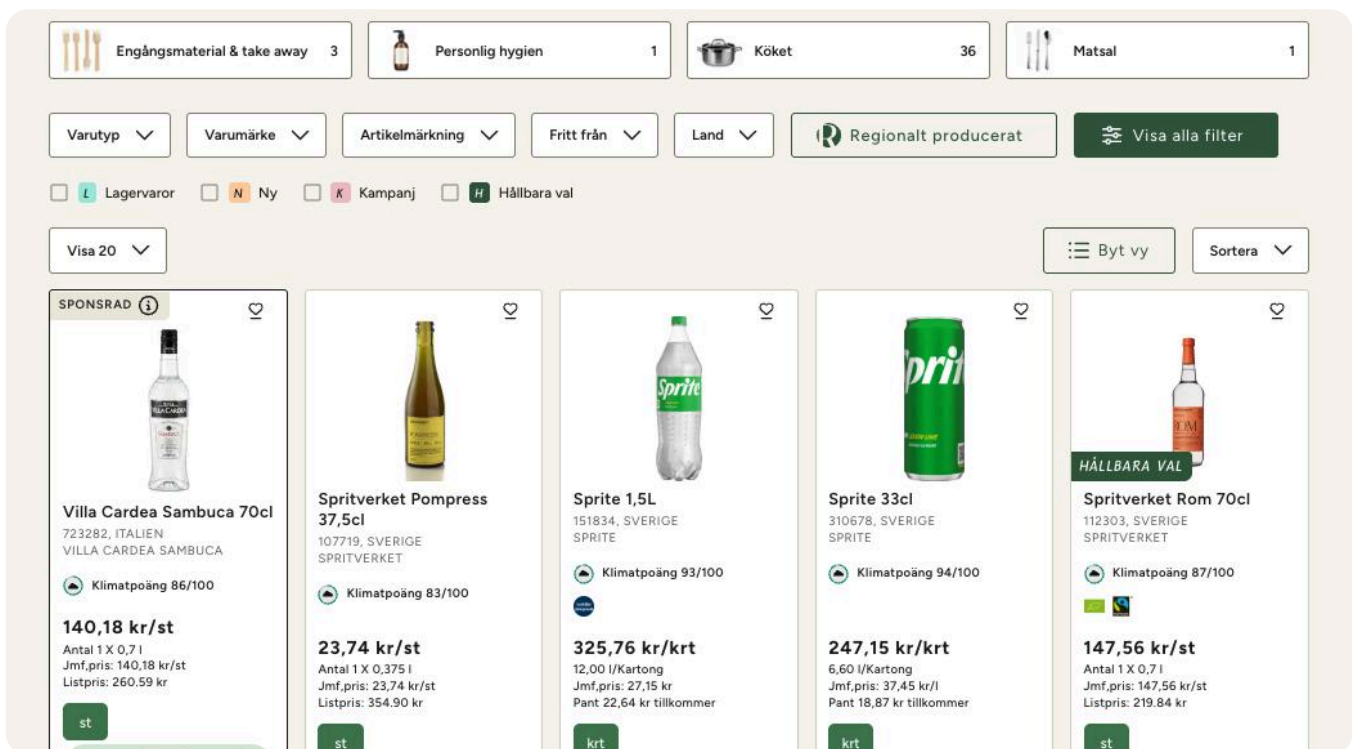
To bring personalized sponsored recommendations to life, Martin & Servera leveraged Recommend™ and Data Science Workbench (DSW).

DSW is a self-service tool that allows data and analytics teams to move beyond pre-built models and build, test, and deploy custom AI strategies using customer, product, and behavioral data.

By using DSW as an add-on to Recommend™, Martin & Servera could control which sponsored products appear for which search terms, to which audiences, and for how long.

How it works

Martin & Servera activated sponsored recommendations in four key areas: **search results page, search flyout, mini cart, and checkout.**

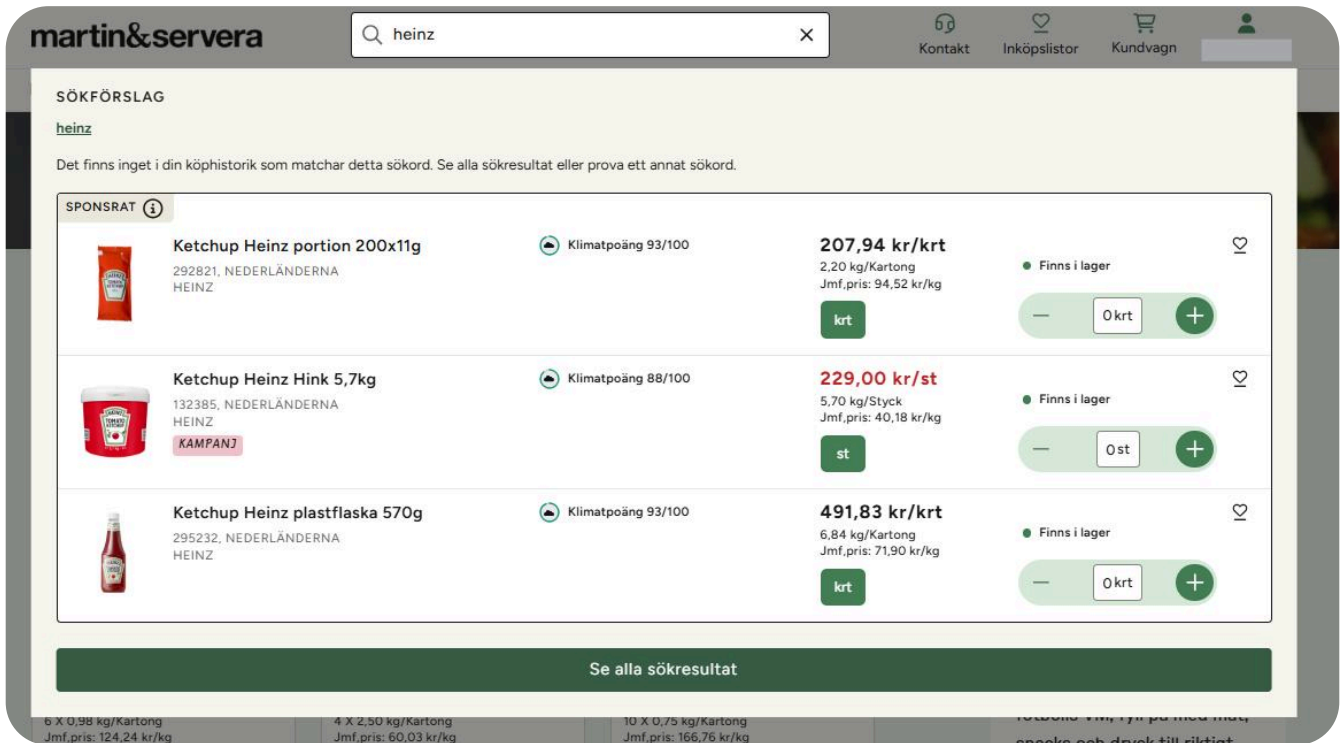


Sponsored product ads for spirits on Search Results page, powered by Recommend™ and DSW.

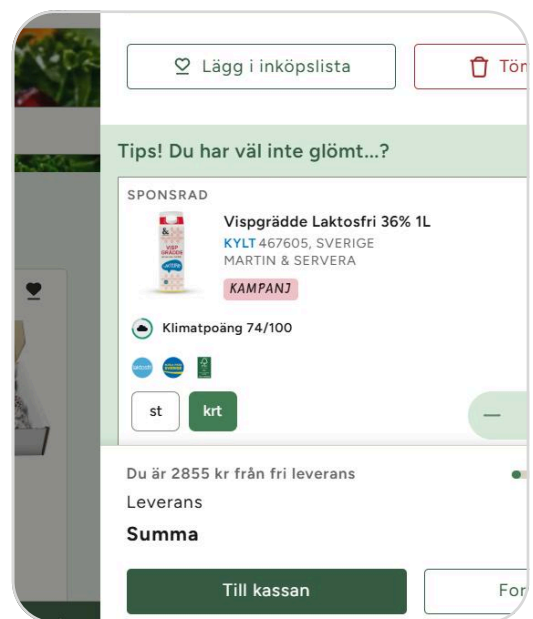
Suppliers purchase sponsored placements for specific search terms. Martin & Servera manages these agreements and uploads campaign files to DSW. Each file contains the search term, product SKU, campaign dates, and ranking score.

DSW combines campaign inputs with Martin & Servera's product catalog and customer behavioral data, including searches, clicks, add-to-carts, and purchases collected through Recommend™. Using queries, the data team generated structured tables that mapped keywords to sponsored SKUs.

These tables power custom strategies that automatically inject sponsored products into the right placements for the right audience segments, and activate and expire campaigns, without manual merchandising.



Built on Martin & Servera's existing Algomomy setup, the team built a custom campaign planning tool to complement it. Together with Algomomy, this avoided the cost and complexity of a dedicated third-party retail media platform. After go-live, the only ongoing step was regularly uploading supplier campaign files.



Sponsored product ads for milk in the Checkout pop-up, powered by Recommend™ and DSW.

What Sets This Program Apart

- Built on Existing Personalization Infrastructure**

Sponsored product ads are launched on the existing Algonomy stack, with no vendor lock-in or revenue share models. Operationally, this means that Martin & Servera have access to the full suite of merchandising controls within Recommend™, which they use to optimize their campaigns.

With the **Segment Library** feature, they can create different customer segments based on shopper business type and location, then target those segments in **Merchandising Rules** to prevent sponsored products from appearing to audiences where they are unlikely to perform well and vice versa.
- Full Control with Automation**

Brand relationships, placements, segmentation, and revenue stayed in-house, while execution was automated.
- Flexibility by Design**

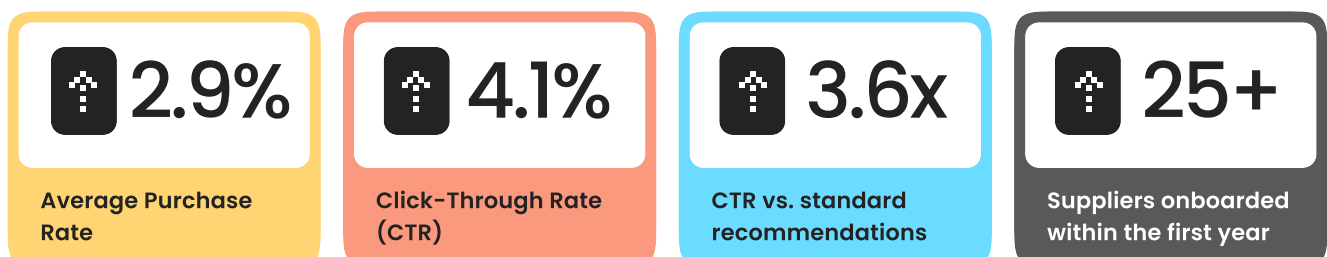
The solution was built with several business goals in mind from the start, making it flexible and versatile enough to serve both supplier brands and private-label products across multiple placements and customer segments.
- Built for Growth, Powered by a Small Team**

Managed by a small, cross-functional team with high autonomy, the solution is designed to grow with their needs. This makes decision-making agile, without the cost or complexity of a third-party ad server.

Results

Martin & Servera validated Retail Media as a scalable revenue stream using Algonomy's Recommend™ and DSW, without investing in a costly point solution.

From September 2025 through April 2026, the program delivered strong outcomes across all key metrics.





"We are happy for the flexible solution that Algonomy's Recommend™ and DSW provide us in this start-up phase of our online Retail Media business."

Hanna Hutter

Product Owner, Sales Tech, Martin & Servera

What's Next for Martin & Servera and Algonomy

Martin & Servera is scaling their Retail Media program, closing deals with new suppliers while ensuring existing partners continue to see the value and reinvest. The team is continuing to fine-tune targeting options, gather deeper insights from campaign performance, and build greater automation into their campaign management process.

Email us at hello@algonomy.com for a personalized demo

ALGONOMY

Algonomy helps consumer businesses maximize customer value by automating decisioning across key retail functions, with AI-enabled solutions for eCommerce, Marketing, Merchandising, and Supply Chain. Algonomy is a trusted partner to more than 400 leading brands, with a global presence spanning over 20 countries. Our innovations have garnered recognition from top industry analysts such as Gartner and Forrester. More at www.algonomy.com.