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Wolt and Deliveroo Ads Unveil New Set of Advertising Tools for Nearly 40 Countries



▲ New tools for advertisers unveiled

> Advertisers will get the same set of new tools across Wolt and Deliveroo in nearly 40 countries.

> Spotlight, Sponsored Products, and an upgraded Ads Manager will strengthen the way brands and merchants can reach shoppers in the moments that matter.

COPENHAGEN, 21 OCTOBER – Wolt and Deliveroo Ads today unveiled a single set of new advertising tools that brands and merchants will be able to use across both platforms in nearly 40 countries for the first time. The three tools are Spotlight, Sponsored Products, and an upgraded Ads Manager, which were presented at Discover!, the companies' first advertising summit, in Copenhagen.

What's coming for advertisers

- **Spotlight:** A high-impact, immersive format at the top of the home feed that puts businesses in front of consumers at the start of their shopping journey and drives discovery for brands and merchants.
- **Sponsored Products:** Shoppable placements that put relevant products in front of people while they're searching and choosing what to buy.
- **Upgraded Ads Manager:** A simpler, self-serve tool that lets businesses of any size launch, manage, and measure campaigns, and see how their ads turn into purchases.

For brands that advertise in more than one country, that will mean less work. They will be able to use the same tools and the same way of working in every country, measure results consistently, and take what works in one country to the next.

Catalina Salazar, Global Head of Advertising at Wolt and Deliveroo, has built Wolt Ads across more than 30 countries, and now brings that playbook to Deliveroo as she leads the combined ads business across EMEA. She said: “On our platform, we see the real moments and weekly occasions when people need something, and we help brands show up in those moments to help consumers when they need it most. That's what these tools are built for: helping advertisers reach people in the moments that matter and see the purchases that follow.

“It’s been inspiring preparing to come together in Copenhagen with so many brands, agencies and merchants. What they’ve told us about planning around real moments and running campaigns across countries is what we’ll keep building on."

Built for moments

Wolt and Deliveroo’s commerce media connects advertising directly to purchases, so advertisers can see what their campaigns deliver. In the first half of 2026, ad delivery or engagement could be linked to a purchase on the platform within seven days for over 80% of eligible campaigns across EMEA*.

Shoppers are also open to trying new products and brands. In the first six months of 2026, almost 60% more shoppers on Wolt and Deliveroo bought from a brand that was new to

them than in the same period a year earlier. In Pet Care, the number of shoppers across EMEA trying a product new to them rose 62% year-on-year, and over a quarter more shoppers found a new Health & Beauty brand than a year earlier.

Big occasions create spikes in demand and changes in consumer behavior that advertisers can tap into.

During this summer's international football tournament, over 340,000 pizza, burger, and chicken orders were delivered every day across EMEA. Everyday moments matter, too: daily ice-cream purchases were 96% higher between May and July 2026 than in January–March 2026. For advertisers, these are chances to reach shoppers when demand peaks. Spotlight and Sponsored Products will let global brands and local merchants alike show up in both the big occasions everyone plans for and the everyday moments that are harder to predict.

At Discover! Advertising Summit

The summit brings together more than 60 brands, agencies, and merchants from 28 countries. The day opened with a keynote from Catalina Salazar and Toby Espinosa, VP of Ads at DoorDash. The program features Co-op, Mars, StackAdapt, and Omnicom on a panel, and case studies from Carlsberg, WPP Media, Coca-Cola, and 7-Eleven.

About Wolt

About Wolt

Wolt is a Helsinki-based technology company with a mission to bring joy, simplicity and earnings to the neighborhoods of the world. Wolt develops a local commerce platform that connects people looking to order food, groceries, and other goods with people interested in selling and delivering them. Wolt was founded in 2014 and joined forces with DoorDash (NASDAQ: DASH) in 2022. Altogether, DoorDash operates in more than 40 countries today. You can read more on the Wolt website.

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