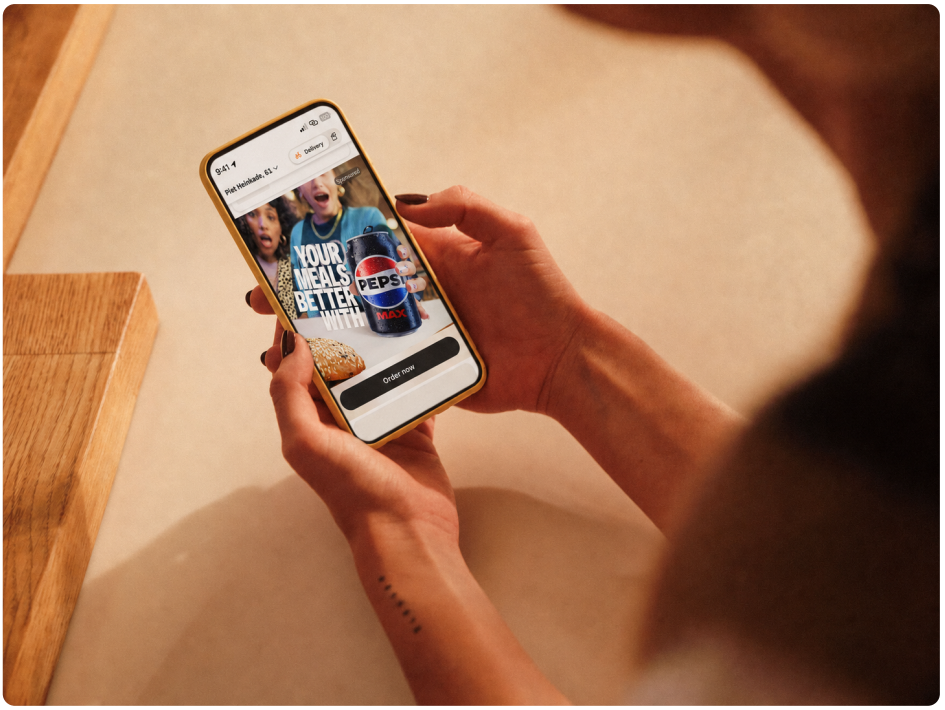
November 5 2026, 09:00 (CET)

Just Eat Takeaway.com launches JETads, a new AI-first advertising platform for European advertisers

- JETads serves restaurant and grocery partners, Fast-Moving Consumer Goods (FMCG) brands and non-endemic advertisers on one unified platform with closed-loop measurement.
- Powered by the Prosus Large Commerce Model, a commerce AI that understands and predicts what customers actually crave, helping partners' ad spend go further.



Just Eat Takeaway.com (JET) today announced the launch of JETads, a new advertising platform for European advertisers, with reach across 59 million active consumers, 592 million orders per year and more than 342,000 partners in 14 markets. It is live across all of them from today, giving global brand partners immediate access to its capabilities.

JETads builds on JET's personalisation technology, which analyses billions of interactions between consumers and partners across the platform. By understanding what each customer needs at a given moment, the system helps advertisers reach the right audience at the right time.

JETads brings these capabilities together in a single advertising platform, giving businesses of all sizes new ways to connect with customers. It serves three distinct advertiser groups, with tailored opportunities to support their different objectives:

- JET restaurant and grocery partners get premium visibility in search and browse while customers are deciding what to order.
- FMCG brands can reach shoppers while they build their baskets, using native ad formats and proprietary audience segments. Closed-loop reporting connects spend to basket adds and completed orders.
- Non-endemic brands (brands outside food and grocery) can reach customers in the post-checkout window, when they are attentive and following their orders for up to 30 minutes in a brand-safe environment.

"*We built JETads from scratch, for the AI era. The timing gave us the chance to ask what advertising should look like if you design it properly today, instead of copying what already works. The goals haven't changed: helping advertisers reach the right audience with as little friction as possible, and bringing a more relevant offering to our customers. With the scale of JET and the AI of Prosus behind us, we can make partner investment genuinely efficient*."
David Vismans, Chief Growth Officer, Just Eat Takeaway.com

Helping partners ad spend go further

JETads uses the Prosus Large Commerce Model (LCM), a commerce AI developed by JET's parent group, Prosus, to understand how customers think and what they are looking for. The LCM learns from real customer behaviour, so it can surface what a customer is genuinely likely to want at the moment they are likely to want it. That could mean showing different restaurants on a Friday night than on a Tuesday lunchtime, or

recognising a household that regularly orders for a large family and surfacing the restaurants that serve it best.

For partners, this makes advertising investment more efficient. It unlocks smarter placement, with ads reaching customers whose analysed behaviour shows genuine interest. It also unlocks better orders: a customer reached because the model predicts genuine intent is more likely to reorder.

JETads is available now to advertisers across JET's 14 markets. Advertisers can learn more at ads.justeattakeaway.com

About Just Eat Takeaway.com

Just Eat Takeaway.com (JET) is a global leader in on-demand delivery headquartered in Amsterdam. In our seamless ecosystem, we connect partners with AI-first technology to scale, offer couriers the flexibility and opportunities they need, while consumers experience the freedom to stay just where they are.

The company leverages data intelligence to power smarter logistics and connect 362,000 partners with millions of users worldwide to deliver hyper-local hyper-personalised experiences. Operating across 14 countries, Just Eat Takeaway.com is committed to sustainable, tech-led growth, raising the bar on execution and leveraging the strength of the Prosus ecosystem.

Most recent information is available on our corporate website, newsroom and regular updates on LinkedIn.

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Copy link

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