

IAB Europe Recommendations for Retail Media Standards FAQs

Why has IAB Europe developed recommendations for Retail Media standards?

Retailers are in a unique position to directly link ad spend to sales outcomes. This unique promise fueled the initial growth of Retail Media. For the upward trend to continue brands are asking for more. [IAB Europe ran a survey](#) which found that 70% of buyers cited the lack of standards for Retail Media as a barrier to investment and media and attribution measurement were noted as the most important areas to address.

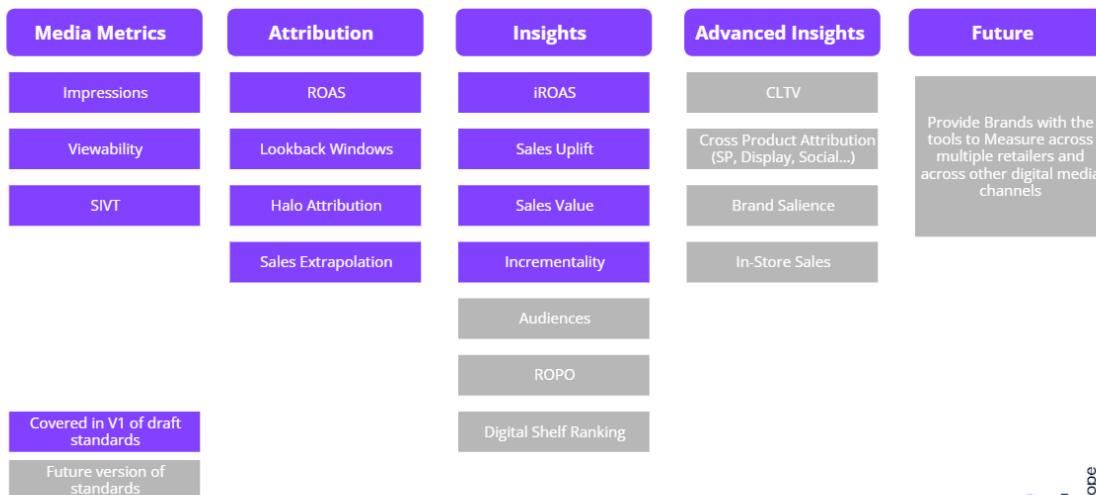
What are the recommendations for Retail Media standards?

The recommendations are definitions for media, attribution and campaign insight metrics. The recommended definitions will become standard definitions for retail media advertising after the public comment period.

What metrics are covered in these recommendations?

The following diagram provides an overview of the metrics covered in the following standards document and the areas that are not yet covered.

IAB Europe Retail Media Measurement Standards - Metrics Covered





How were the recommendations developed?

IAB Europe brought together 15 retailers from across the region in a two day Workshop to agree on a first set of definitions for industry feedback. We also carried out consultation with buy-side representatives including brands and agencies.

How do these recommended standards sit with other industry initiatives such as the ISBA Retail Media Framework?

ISBA has worked on a “Responsible Retail Media Framework” for the UK. The Framework addresses what is needed Now, Next and in the Future. In this document, IAB Europe has addressed most of the elements in the Now and Next section, while we will keep on iterating on the Future with brands across Europe.

There are also other initiatives to define retail media metrics in local markets such as France and Germany. All of this work was reviewed and used as a basis for discussions within the Workshop.

How does the work of national IABs fit within these standards?

IAB Europe recognises the fact that there has already been some progress made on the development of retail media metrics definitions in other markets (e.g. IAB US, BVDW in Germany and ISBA in the UK) and all of this work was used as the basis for discussions within the Standards Workshop and for the development of the standards. IAB Europe’s Retail Media Committee also includes representatives of national IAB retail media groups from across Europe.

How do these recommended standards differ or align with the IAB US Retail Media standards?

IAB US published the final version of the IAB/MRC Retail Media Measurement Guidelines in January 2024. IAB Europe has used this work as the foundation for the standards for Europe and has aligned as much as possible, particularly on the media metrics. The standards for Europe have been developed with European retailers and some differentiations exist, such as the definition of sales uplift. We will aim for Global alignment over time. IAB US has reviewed our draft recommendations and is considering using some of them for future iterations of their standards.

How can I provide feedback on the recommendations?

The public comment period is open from Thursday 29th February until Friday 29th March. You can submit your feedback to: retailmediastandards@iab europe.eu

What is the timeline for publication of the standards?

The public comment period is open from Thursday 29th February until Friday 29th March.



We will review and incorporate feedback during April and aim to publish a final version by the end of April.

What areas of Retail Media standardisation will be addressed next?

Other topics addressed in the Workshop include Audience Measurement, Creative Ad Format Standardisation, Digital Shelf Ranking and Brand Salience metrics. They all remain a priority and will be addressed in future iterations of this Standards document. On Creative Formats, it was agreed that Retail Media has needs [beyond standard IAB formats](#) and that brands would benefit from buying uniform formats both from an operational and reporting standpoint. This will be addressed in future sessions and in coordination with other IAB bodies in Europe and Globally, including the US.