IAB EUROPE
Retail Media Standards
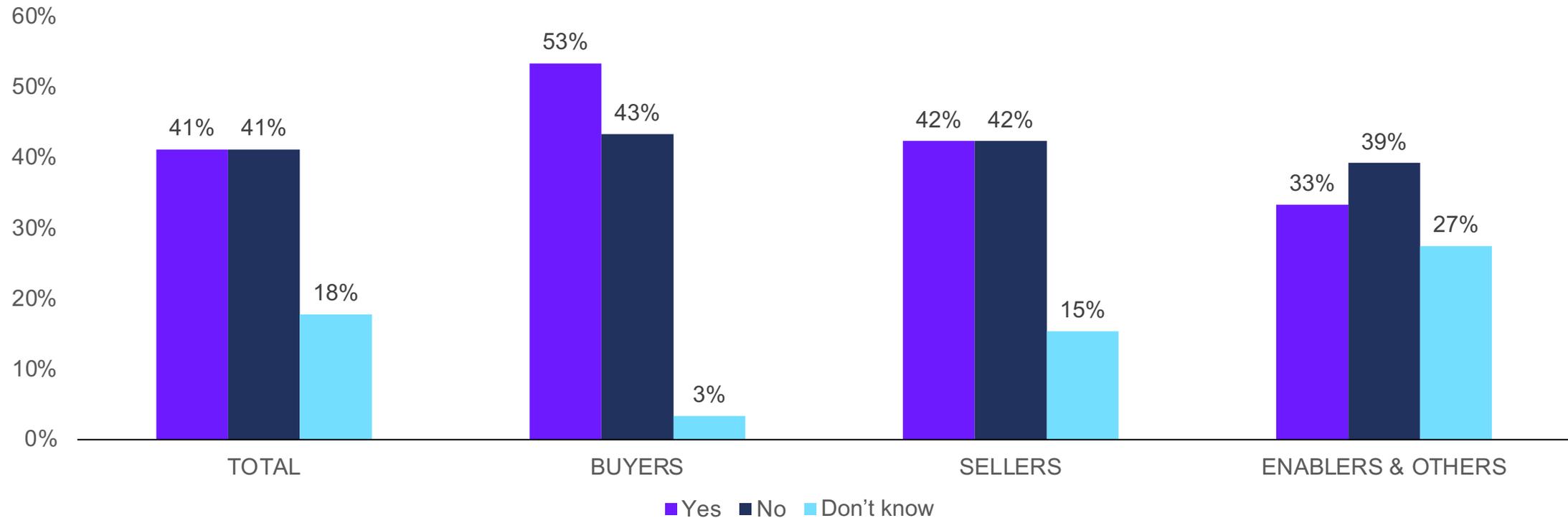# Survey 2023

iabeurope.eu

iab.europe

Respondent breakdown

- 110 respondents

- Split between buyers (28%), sellers (24%) and enablers (39%).

- Respondents split across a range of European markets - 20% have a global remit

Q: Do you find the buying or selling of retail media efficient?

Retail media buying and selling is not very efficient: Only 53% of buyers find retail media buying efficient, sellers are split on efficiency of selling retail

Q: Do you find the buying or selling of retail media efficient?

TOTAL: Yes 41%, No 41%, Don't know 18%
BUYERS: Yes 53%, No 43%, Don't know 3%
SELLERS: Yes 42%, No 42%, Don't know 15%
ENABLERS & OTHERS: Yes 33%, No 39%, Don't know 27%

■ Yes ■ No ■ Don't know
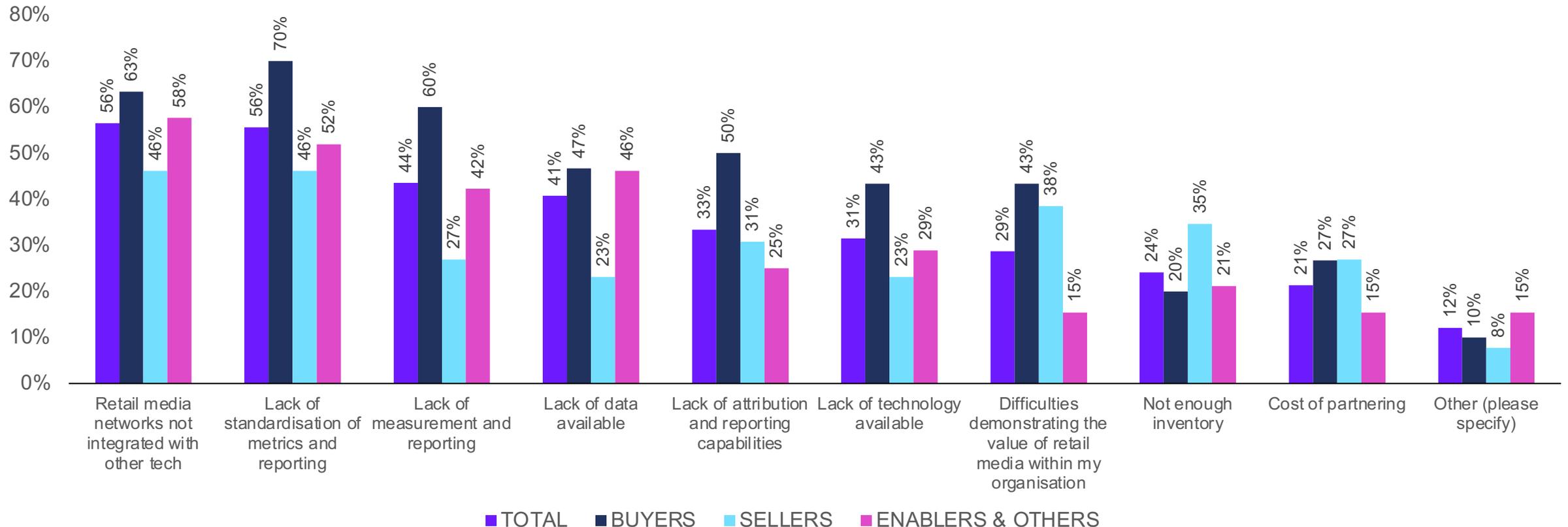
Q: If you answered no, please explain why

Responses include:

- Lack of standardisation

- A lot of manual work

- Fragmented market

- Different platforms, reporting and APIs

- Pricing structures not efficient

- Multiple buying methods e.g., direct and / or self-service

Q: What are the key barriers to investing further in Retail Media (please select all that apply)?

Industry is aligned on lack of standards and integration with other technology as key barriers.
Buyers are particularly (68%) concerned with the lack of standards

Q: What are the key barriers to investing further in Retail Media?

	TOTAL	BUYERS	SELLERS	ENABLERS & OTHERS
Retail media networks not integrated with other tech	56%	63%	46%	58%
Lack of standardisation of metrics and reporting	56%	70%	46%	52%
Lack of measurement and reporting	44%	60%	27%	42%
Lack of data available	41%	47%	23%	46%
Lack of attribution and reporting capabilities	33%	50%	31%	25%
Lack of technology available	31%	43%	23%	29%
Difficulties demonstrating the value of retail media within my organisation	29%	43%	38%	15%
Not enough inventory	24%	20%	35%	21%
Cost of partnering	21%	27%	27%	15%
Other (please specify)	12%	10%	8%	15%

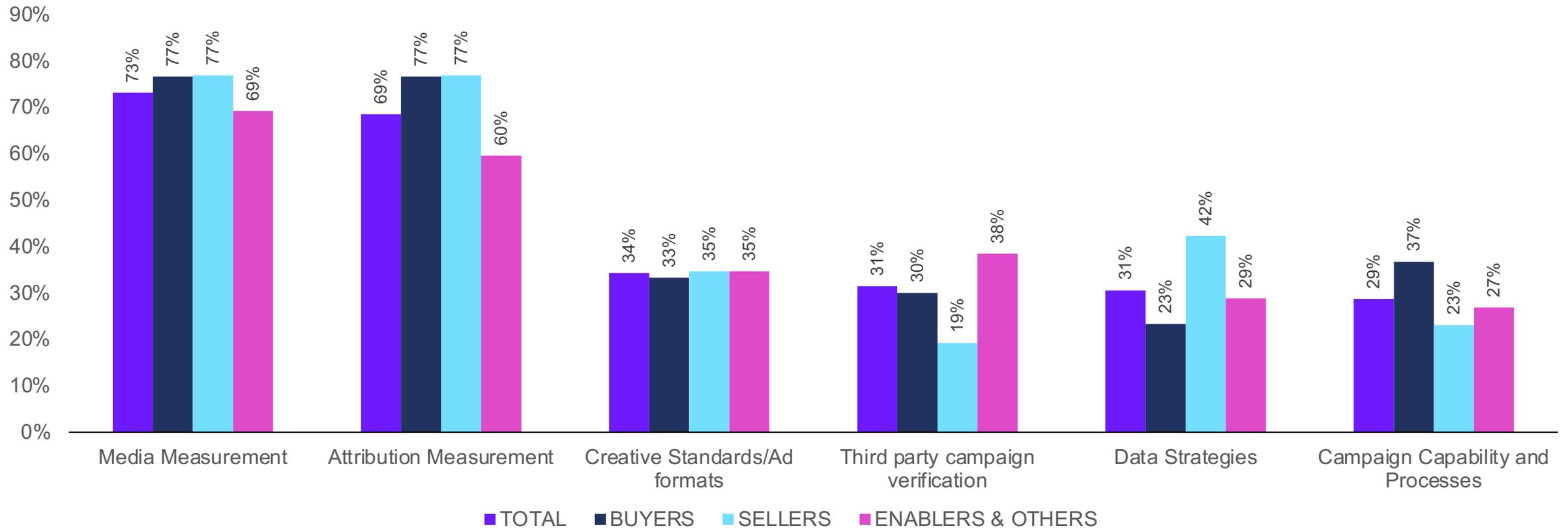# Q: Do you think the following areas are in need of standardisation for Retail Media?

Media and attribution measurement key areas in need of standardisation. 90% of buyers and 84% of sellers and 92% of enablers and others agree on this.

	TOTAL		BUYERS		SELLERS		ENABLERS & OTHERS	
	Yes	No	Yes	No	Yes	No	Yes	No
Creative standards / ad formats	64%	36%	66%	34%	58%	42%	66%	34%
Media measurement	89%	11%	90%	10%	84%	16%	92%	8%
Attribution measurement	88%	12%	90%	10%	84%	16%	90%	10%
Third party campaign verification	74%	26%	63%	37%	86%	14%	76%	24%
Campaign capability and processes	70%	30%	70%	30%	67%	33%	70%	30%
Data strategies	72%	28%	71%	29%	67%	33%	75%	25%

Q: Please select the top three areas in need of standardisation

Media and attribution measurement come out on top again when asked about priority areas for standardisation

Q: Please select the top three areas in need of standardisation

Legend: ■ TOTAL ■ BUYERS ■ SELLERS ■ ENABLERS & OTHERS

Area	TOTAL	BUYERS	SELLERS	ENABLERS & OTHERS
Media Measurement	73%	77%	77%	69%
Attribution Measurement	69%	77%	77%	60%
Creative Standards/Ad formats	34%	33%	35%	35%
Third party campaign verification	31%	30%	19%	38%
Data Strategies	31%	23%	42%	29%
Campaign Capability and Processes	29%	37%	23%	27%

Q: Considering the area above you ranked MOST in need of standardisation please describe what you need/would like to see improve

Verbatim responses include:

- Standardisation of and transparency in attribution and definitions

- Attribution of media in combination with overall results

- All retailers allowing third party verification measurement, having similar attribution methods to be able to compare across retailers

- We need same KPI definitions and a same calculation methodology (ROAS, ROI, etc...)

- Unified measurement of metrics to make this comparable across retailers

- Scalable and efficient campaign capabilities and a solid attribution model which is widely used across multiple large retailers

- Our market needs a basic glossary, tech standards, industrial creative format, measurement

- More transparency and accessibility on the media data

Summary

The survey results clearly indicate the need for standards to be developed in retail media in Europe

- Lack of standards are hindering investment in retail media
- Priority areas for standardisation are media and attribution measurement
- Standardisation and consistency would help to make retail media buying and selling more efficient
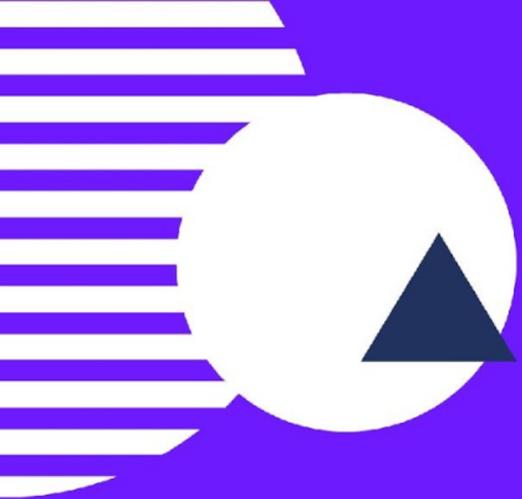
Contact:

Marie-Clare Puffett
Marketing & Insights Director
puffett@iabeurope.eu

iab.europe