

## IAB EUROPE RETAIL MEDIA ADVERTISING PRODUCT MATRIX



## **INTRODUCTION**

THE IAB EUROPE RETAIL MEDIA PRODUCT MATRIX IS A ONE PAGE OVERVIEW OF THE ADVERTISING PRODUCTS AVAILABLE VIA ON AND OFF-SITE RETAIL MEDIA OPPORTUNITIES AS WELL AS THE KEY DRIVERS AND KPIS THAT MIGHT BE USED.

IT HAS BEEN INSPIRED BY THE BVDW PRODUCT AND VERTICALS PORTFOLIO WHICH WAS DEVELOPED BY THE BVDW RETAIL MEDIA CIRCLE (RMC).

IT SITS ALONGSIDE AN ARRAY OF OTHER RETAIL MEDIA RESOURCES DEVELOPED BY IAB EUROPE (SEE RETAIL MEDIA HUB HTTPS://IABEUROPE.EU/RETAIL-MEDIA-HUB).



## **PRODUCT MATRIX**

	ON-SITE											
VERTICAL	LOYALTY APP	WEBSITE*	MARKETPLACE	E-COMMERCE /ONLINE STORE	EMAILS	IN-STORE	EXTENDED AUDIENCES (OPEN WEB/PMPS)	SOCIAL	SEARCH	PARTNER PROGRAMS	CONTENT	
KEY DRIVER	Reach	Visits	GMV	Sales	Subscriber	Frequency	Reach	Reach	Visits	Additional Revenues	Reach	
MEASUREMENT KPI	Impressions, clicks, views	Impressions, clicks, views	Clicks, sales	Clicks, sales	Mail openings, clicks	Play outs, reach, impressions,	Impressions, views	Impressions, clicks	Impressions, clicks	Click, sales	Impressions, views	
SPONSORED DISPLAY ADS												
SPONSORED VIDEO												
SPONSORED INCENTIVES												
SPONSORED PRODUCT / SEARCH												
SPONSORED BRANDS												
TENANCIES / TAKEOVERS												
BRAND PAGES												
DISPLAY ADS												
SEARCH ADS												
PARCEL SUPPLEMENTS												
VIDEO (IN & OUT-STREAM)												
TEXT ADS												
LOGISTIC BRANDING												
SOCIAL MEDIA IN-FEED												
EDITORIALS												
DIGITAL IN-STORE SIGNAGE												
DIGITAL SHELF POS												
HANDHELD SCANNERS												
IN-STORE RADIO												
DOOH												
BVOD / AVOD												
iabeurope.eu	* Wabsita anly	rofors to a wab	site whore purch	acos aro not ma								

iabeurope.eu

\* Website only refers to a website where purchases are not made



## CONTACT

MARIE-CLARE PUFFETT MARKETING & INSIGHTS DIRECTOR PUFFETT@IABEUROPE.EU

iabeurope.eu