

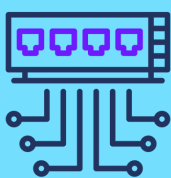
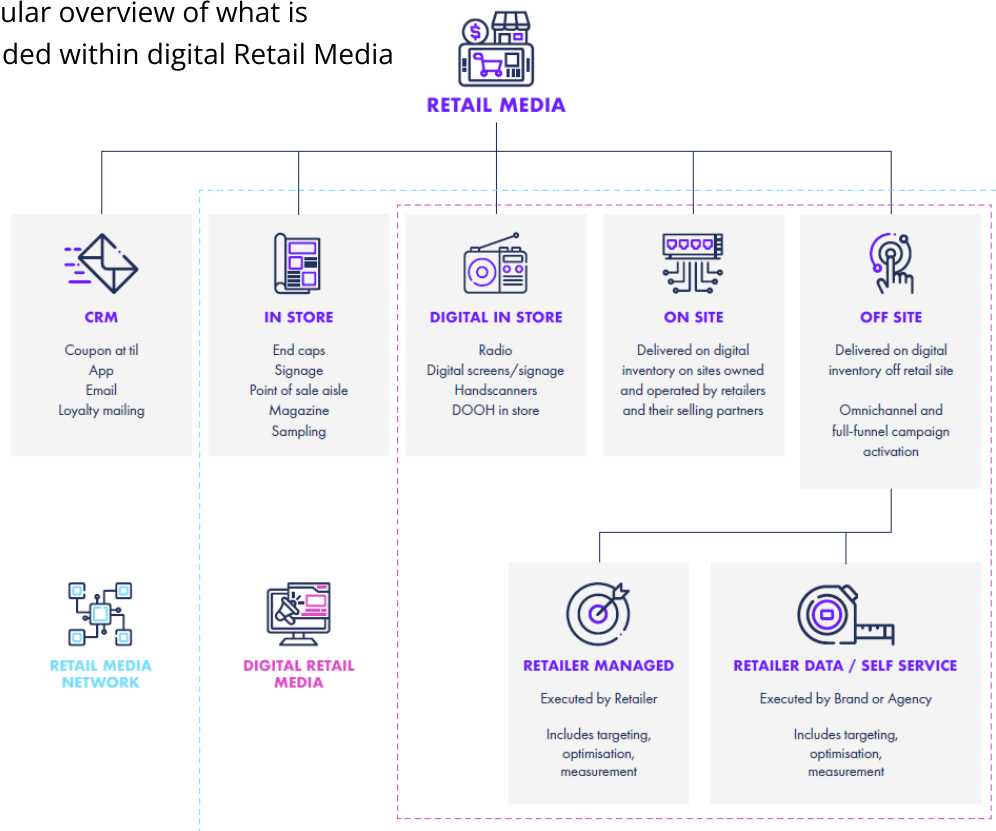
RETAIL MEDIA DEFINITIONS

IAB Europe's Retail Media Committee has created the first pan-European definitions of Retail Media in a digital advertising sphere which have consensus across the National IAB network in Europe.

Pan-European Definition

Retail Media refers to the digital advertising space, retail data assets and in-store opportunities a retailer or marketplace owns, which is then made available to brands for the execution of advertising campaigns. Campaign goals include (but are not limited to) brand awareness, driving sales and new product discovery. Retail Media includes an increasing range of digital opportunities which can be segmented into off-site, on-site and in-store environments. Retail Media also includes the targeting, optimisation and measurement elements of digital campaigns.

The following diagram provides a modular overview of what is included within digital Retail Media



On-Site Digital Retail Media

On-site Retail Media is advertising sold on the retailer's own digital properties. This typically includes retailer websites and apps (e.g. Lidl, Ocado, ICA), or online consumer shopping marketplaces (e.g. bol.com, eBay and Amazon). On-Site Retail Media also includes the ability to optimise and measure campaigns as well as target specific inventory.



Off-Site Digital Retail Media

Off-site Retail Media refers to the use of retailer data to buy advertising sold on inventory outside of retailers online (web and app) shopping platforms. The inventory available with third-party partners (using retailer data) includes display, video, social, Connected TV (CTV) and Digital-Out-Of-Home (DOOH). Off-Site Retail Media sometimes requires the creative to be co-branded and sometimes contains direct links to the product on the retailer's website. Off-Site Retail Media can be bought and managed directly by retailers, or from other providers including agencies and platforms.



In-Store Digital Retail Media

In-store digital Retail Media opportunities are also offered by retailers to agencies and brands. The digital opportunities available include radio, DOOH screens, TV, ATMs and hand scanners. Most in-store digital is bought directly from the retailer as a managed service.

Get more insight!



Head to IAB Europe's Retail Media Hub for more insight and content on Retail Media in Europe

Get involved!



Join IAB Europe's Retail Media Committee to help shape the retail media market in Europe. Contact Marie-Claire Puffett, Marketing & Insights Director - puffett [@] iabeurope.eu