

IAB EUROPE RETAILER DIGITAL ADVERTISING CAPABILITY MAP



CONTENTS

INTRODUCTION	PAGE 3
GROCERY RETAILERS	PAGE 4
BEAUTY & FASHION RETAILERS	PAGE 17
MULTI-CATEGORY & MARKETPLACES RETAILERS	PAGE 24
HOME & DIY & CONSUMER ELECTRONICS RETAILERS	PAGE 31
CONTACT US	PAGE 38

INTRODUCTION

IAB EUROPE FORECASTS THAT RETAIL MEDIA AD SPEND IN EUROPE COULD REACH 24BN EUR BY 2027. IT IS NO SECRET THAT RETAIL MEDIA IS TRANSFORMING THE DIGITAL ADVERTISING ECOSYSTEM AND HOW BRANDS INVEST IN IT. AS THE NUMBER OF RETAIL MEDIA NETWORKS (RMNS) CONTINUE TO GROW, IT IS IMPORTANT THAT BRANDS ARE ABLE TO EASILY ASSESS WHERE TO INVEST. THIS IS WHY IAB EUROPE HAS CREATED THE RETAILER CAPABILITY MAP.

WHAT IS IT?

THE IAB EUROPE RETAILER CAPABILITY MAP PROVIDES INFORMATION ABOUT THE ON-SITE, OFF-SITE AND IN-STORE OPPORTUNITIES OFFERED BY RETAILERS OPERATING IN EUROPE AS WELL AS THE TARGETING AND MEASUREMENT OPTIONS AVAILABLE.

WHO IS IT FOR?

MEDIA BUYERS AND BRANDS CAN USE THE MAP TO COMPARE RETAILER OFFERINGS AND ASSESS RETAILER MATURITY.

HOW OFTEN IS IT UPDATED?

THE MAP WILL BE UPDATED ON A QUARTERLY BASIS. THE NEXT UPDATE IS DUE AT THE BEGINNING OF Q2 2024.

HOW CAN MY BUSINESS BE INCLUDED?

IF YOU ARE A RETAILER INTERESTED IN JOINING THE MAP, PLEASE EMAIL MARIE-CLARE PUFFETT AT PUFFETT@IABEUROPE.EU

GROCERY RETAILERS



SUMMARY



	on	Carrefour	Co-op	M&M	MIGROS	Morrisons
MARKETS	BE, NL	Global	UK	BE, LU	Turkey	UK
IN-HOUSE OFFERING	Yes for All	Yes for Some		Yes for Some	Yes for All	Yes for Some
THIRD-PARTY OFFERING						
ON-SITE PARTNERS	Adhese, Advendio, Infosum, Segment, SRAI, SAS	CitrusAd, LuckyCart			M-link (In-house platform)	Criteo
OFF-SITE PARTNERS	Adhese, Infosum, Segment	LiveRamp, Epsilon	LiveRamp		Adform, GAM, Meta, TikTok	Salesforce



SUMMARY

NEC
TAR
3 6 4

SCHWARZ
MEDIA

Tesco Media
and Insight
Platform.

MARKETS	UK	DE, IA,UK, CZ	UK, IE, HU, SK, CZ
IN-HOUSE OFFERING	Yes for All	Yes for All	Yes for All
THIRD-PARTY OFFERING		Yes for Some	
ON-SITE PARTNERS	CitrusAd	Schwarz Media Platform, PromotelQ, Mabaya	CitrusAd, GAM
OFF-SITE PARTNERS	Proprietary DSP, Meta DV360, YouTube	The Trade Desk, PromotelQ, DV360	The Trade Desk, C4 Pinterest, Liveramp, Infosum, Meta, DV360, ITV, Sky



ON-SITE PROPERTIES



DISPLAY VIDEO ADS



DISPLAY ADS



SPONSORED SEARCH ADS



TENANCIES/ TAKEOVER ADS



PRODUCT RECOMMENDATION ADS



BRANDED EXPERIENCES



NATIVE ADS



OTHER



Sponsored Recipes



ON-SITE PROPERTIES

NEC
TAR
3 6

SCHWARZ
MEDIA

Tesco Media
and Insight
Platform.

ON-SITE PROPERTIES	NEC TAR 3 6	SCHWARZ MEDIA	Tesco Media and Insight Platform.
DISPLAY VIDEO ADS	Present	Absent	Absent
DISPLAY ADS	Present	Present	Present
SPONSORED SEARCH ADS	Present	Present	Present
TENANCIES/ TAKEOVER ADS	Present	Absent	Present
PRODUCT RECOMMENDATION ADS	Present	Present	Present
BRANDED EXPERIENCES	Present	Present	Present
NATIVE ADS	Present	Present	Present
OTHER	Sponsored Recipes	Coupon Ads	Event Pages, Sponsored Recipes, Digital Coupons



OFF-SITE PROPERTIES



DISPLAY ADS



SOCIAL ADS



DOOH ADS



BVOD ADS



AVOD ADS



DIGITAL VIDEO ADS



OTHER



OFF-SITE PROPERTIES

NEC
TAR
3 6

SCHWARZ
MEDIA

Tesco Media
and Insight
Platform.

DISPLAY ADS			
SOCIAL ADS			
DOOH ADS			
BVOD ADS			
AVOD ADS			
DIGITAL VIDEO ADS			
OTHER			



IN-STORE
DIGITAL
PROPERTIES



DIGITAL SCREENS /
SIGNAGE



RADIO



HANDSCANNER



DOOH ADS



OTHER



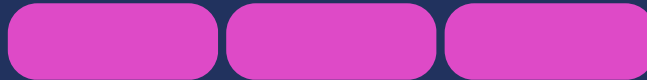
IN-STORE
DIGITAL
PROPERTIES

NEC
TAR
3 6

SCHWARZ
MEDIA

Tesco Media
and Insight
Platform.

DIGITAL SCREENS /
SIGNAGE



RADIO



HANDSCANNER



DOOH ADS



OTHER





TARGETING OPTIONS

Targeting Option	on	Carrefour	co op	MMD	Migros	Morrisons
KEYWORD SEARCH	Available	Available	Available	Available	Available	Available
PAGE (CATEGORY)	Available	Available	Not Available	Available	Available	Not Available
SHOPPER DATA	Available	Available	Not Available	Available	Available	Available
CONTEXTUAL	Available	Not Available	Not Available	Available	Not Available	Available
SKU	Available	Available	Not Available	Available	Available	Not Available
LOOKBACK WINDOWS	Available	Available	Not Available	Not Available	Available	Not Available
OTHER	Behavioural targeting	Not Available	Behavioural targeting	Not Available	Behavioural targeting	Behavioural targeting



TARGETING OPTIONS

NEC
TAR
3 6 9

SCHWARZ
MEDIA

Tesco Media
and Insight
Platform.

KEYWORD SEARCH			
PAGE (CATEGORY)			
SHOPPER DATA			
CONTEXTUAL			
SKU			
LOOKBACK WINDOWS			
OTHER	Behavioural targeting	Look-a-like Audiences	Behavioural, Demographic, Interest-based, Predictive, Seasonal



MEASUREMENT



MEASUREMENT	On	Carrefour	Coop	MMD	Migros	Morrisons
ROAS	Active	Active	Inactive	Inactive	Active	Active
IN-FLIGHT OPTIMISATION	Active	Active	Inactive	Inactive	Active	Inactive
SALES LIFT	Active	Active	Active	Active	Active	Active
SKU SALES	Active	Active	Active	Active	Active	Active
CLTV	Inactive	Active	Inactive	Inactive	Inactive	Inactive
ACOS	Inactive	Active	Inactive	Inactive	Active	Inactive
CTR	Active	Active	Active	Active	Active	Active
REACH	Active	Active	Active	Active	Active	Active
VIEWABILITY	Active	Active	Inactive	Active	Active	Active
BRAND SAFETY	Active	Active	Active	Active	Active	Inactive
BRAND SUITABILITY	Active	Active	Active	Inactive	Active	Inactive
CPA	Inactive	Inactive	Inactive	Inactive	Active	Inactive
OTHER	ROPO	Inactive	Inactive	Inactive	Inactive	Inactive



MEASUREMENT

NEC
TAR
3 6

SCHWARZ
MEDIA

Tesco Media
and Insight
Platform.

MEASUREMENT	NEC TAR 3 6	SCHWARZ MEDIA	Tesco Media and Insight Platform.
ROAS			
IN-FLIGHT OPTIMISATION			
SALES LIFT			
SKU SALES			
CLTV			
ACOS			
CTR			
REACH			
VIEWABILITY			
BRAND SAFETY			
BRAND SUITABILITY			
CPA			
OTHER	Brand Uplift		Brand Uplift



BEAUTY & FASHION RETAILERS



SUMMARY



	ASOS	Boots	BOYNERGRUP	DOUGLAS	SHOWROOM GROUP
MARKETS	Global	UK	Turkey	Europe	Europe
IN-HOUSE OFFERING	Yes for Some	Yes for All	Yes for All	Yes for All	Yes for All
THIRD-PARTY OFFERING					
ON-SITE PARTNERS	Google, Criteo, Rolt, Braze - Ad Tech, Simon Data - CDP	Criteo	Google, SAS	Criteo	CitrusAd
OFF-SITE PARTNERS	Google		DV360, Adform DSP, Meta, Google Ads	Meta, YouTube, Instagram, DV360, Pinterest	Mediarithmics



ON-SITE
PROPERTIES

ASOS



BOYNERGRUP

DOUGLAS

SHOWROOM GROUP

	ASOS	Boots	BOYNERGRUP	DOUGLAS	SHOWROOM GROUP
DISPLAY VIDEO ADS	White	Blue	White	White	White
DISPLAY ADS	Blue	Blue	Blue	Blue	White
SPONSORED SEARCH ADS	Blue	Blue	Blue	Blue	Blue
TENANCIES/ TAKEOVER ADS	Blue	Blue	White	White	White
PRODUCT RECOMMENDATION ADS	Blue	Blue	Blue	White	Blue
BRANDED EXPERIENCES	Blue	Blue	Blue	White	Blue
NATIVE ADS	Blue	Blue	Blue	White	Blue
OTHER	White	White	White	Smart Sampling & Douglas Beauty Testerart	White



OFF-SITE PROPERTIES



IN-STORE
DIGITAL
PROPERTIES



DIGITAL SCREENS /
SIGNAGE



RADIO



HANDSCANNER



DOOH ADS



OTHER





TARGETING OPTIONS

Targeting Option	ASOS	Boots	BOYNERGRUP	DOUGLAS	SHOWROOM GROUP
KEYWORD SEARCH	Active	Active	Inactive	Active	Active
PAGE (CATEGORY)	Active	Active	Inactive	Active	Active
SHOPPER DATA	Active	Active	Inactive	Active	Active
CONTEXTUAL	Active	Active	Active	Active	Inactive
SKU	Inactive	Active	Inactive	Active	Active
LOOKBACK WINDOWS	Active	Inactive	Active	Active	Active
OTHER	Behavioural targeting, Demographic targeting	Behavioural targeting	Inactive	Inactive	Inactive



MEASUREMENT	ASOS	Boots	BOYNERGRUP	DOUGLAS	SHOWROOM GROUP
ROAS	█	█	█	█	█
IN-FLIGHT OPTIMISATION	█	█	█	█	█
SALES LIFT	█	█	█	█	█
SKU SALES	█	█	█	█	█
CLTV	█	█	█	█	█
ACOS	█	█	█	█	█
CTR	█	█	█	█	█
REACH	█	█	█	█	█
VIEWABILITY	█	█	█	█	█
BRAND SAFETY	█	█	█	█	█
BRAND SUITABILITY	█	█	█	█	█
CPA	█	█	█	█	█
OTHER	█	█	█	█	█



MULTI-CATEGORY & MARKETPLACES RETAILERS



MULTI-CATEGORY & MARKETPLACES

SUMMARY



MARKETS	Netherlands	France	Germany	Europe	Europe	UK
IN-HOUSE OFFERING	Yes for All	Yes for Some	Yes for All	Yes for Some	Yes for all	Yes for All
THIRD-PARTY OFFERING						
ON-SITE PARTNERS	GAM, Mabaya, InfoSum, Hightouch, Advendio	Criteo		Criteo, WebLoyalty, Powerspace, Rokr	CitrusAd, in-house	Criteo, Constructor
OFF-SITE PARTNERS	DV360, InfoSum, Hightouch	LiveRamp, Google		TikTok, Meta, Pinterest, Criteo, RTBHouse	Adot	Movable Ink



ON-SITE PROPERTIES









	bol.com	E.Leclerc	kleinanzeigen	IARE DOJ TEU	Veepee	THE VERY GROUF
DISPLAY VIDEO ADS	White	White	White	White	White	Pink
DISPLAY ADS	Pink	Pink	Pink	White	Pink	Pink
SPONSORED SEARCH ADS	Pink	Pink	Pink	Pink	Pink	White
TENANCIES/ TAKEOVER ADS	White	Pink	Pink	Pink	White	White
PRODUCT RECOMMENDATION ADS	Pink	White	Pink	Pink	White	White
BRANDED EXPERIENCES	Pink	Pink	White	Pink	Pink	Pink
NATIVE ADS	White	White	Pink	Pink	White	White
OTHER	White	White	White	White	White	White



MULTI-CATEGORY & MARKETPLACES

OFF-SITE PROPERTIES

						
DISPLAY ADS	Active	Active	Inactive	Active	Active	Active
SOCIAL ADS	Active	Active	Inactive	Active	Active	Active
DOOH ADS	Active	Inactive	Inactive	Inactive	Active	Active
BVOD ADS	Inactive	Inactive	Inactive	Inactive	Inactive	Inactive
AVOD ADS	Inactive	Inactive	Inactive	Inactive	Inactive	Inactive
DIGITAL VIDEO ADS	Inactive	Active	Inactive	Inactive	Inactive	Active
OTHER	Inactive	Inactive	Inactive	Inactive	Inactive	Inactive



MULTI-CATEGORY & MARKETPLACES

IN-STORE
DIGITAL
PROPERTIES



DIGITAL SCREENS /
SIGNAGE

RADIO







HANDSCANNER

DOOH ADS

OTHER



MULTI-CATEGORY & MARKETPLACES

TARGETING OPTIONS						
KEYWORD SEARCH	Yes	No	Yes	Yes	Yes	Yes
PAGE (CATEGORY)	Yes	Yes	Yes	Yes	Yes	Yes
SHOPPER DATA	Yes	No	Yes	Yes	Yes	Yes
CONTEXTUAL	Yes	No	No	Yes	Yes	Yes
SKU	No	Yes	Yes	Yes	No	No
LOOKBACK WINDOWS	Yes	No	No	Yes	No	Yes
OTHER	No	No	Geo, Device Targeting	No	No	Behavioural targeting



MULTI-CATEGORY & MARKETPLACES

MEASUREMENT						
ROAS	Yes	Yes	No	No	Yes	No
IN-FLIGHT OPTIMISATION	Yes	Yes	No	No	Yes	No
SALES LIFT	No	Yes	No	No	Yes	Yes
SKU SALES	No	No	Yes	No	Yes	Yes
CLTV	No	No	No	No	No	Yes
ACOS	Yes	Yes	No	No	No	Yes
CTR	Yes	Yes	Yes	No	Yes	Yes
REACH	No	Yes	Yes	No	Yes	No
VIEWABILITY	Yes	Yes	No	No	Yes	Yes
BRAND SAFETY	No	Yes	Yes	Yes	No	Yes
BRAND SUITABILITY	No	Yes	Yes	Yes	No	Yes
CPA	No	Yes	No	No	Yes	Yes
OTHER	No	No	No	CPC, Impressions	No	No



HOME & DIY & CONSUMER ELECTRONICS RETAILERS



SUMMARY



	France	France	Francez	Europe
MARKETS	France	France	Francez	Europe
IN-HOUSE OFFERING	Yes for Some		Yes for Some	Yes for Some
THIRD-PARTY OFFERING				
ON-SITE PARTNERS	Veasybl, Octipas, Webloyalty	Octipas, Veasybl, Google AdSense, Monetize, Angel	CitrusAd	Criteo, Google
OFF-SITE PARTNERS	Deepidoo	Deepidoo		Criteo, Google, The Trade Desk



ON-SITE
PROPERTIES



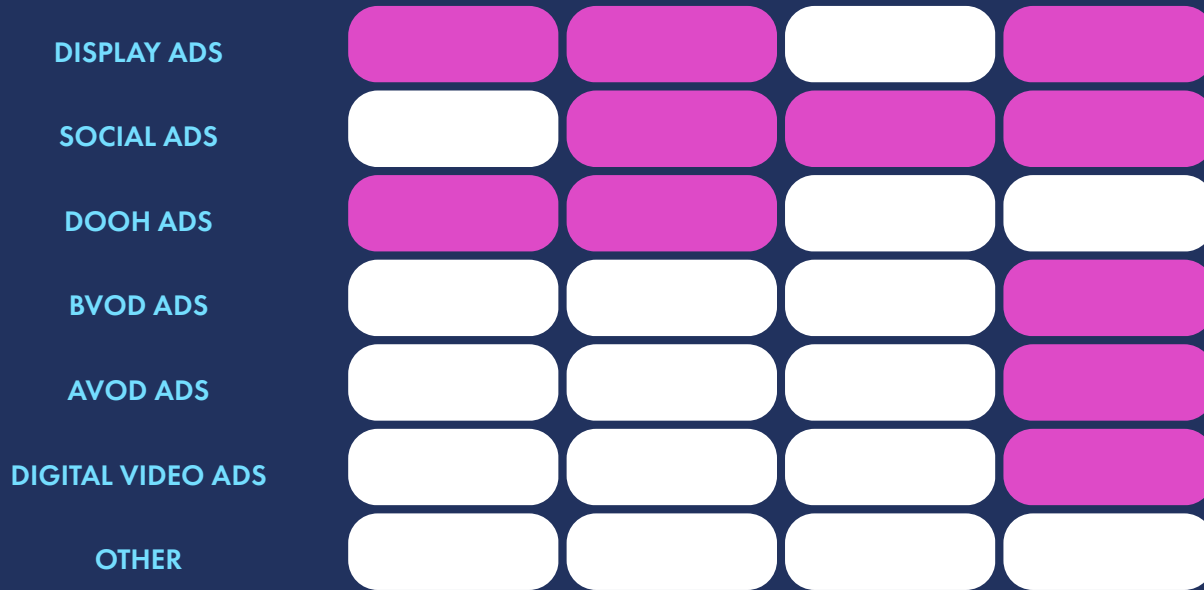
Conforama



	BUT	Conforama	Kingfisher	Maison Martin SATURN
DISPLAY VIDEO ADS	White	White	White	White
DISPLAY ADS	Blue	Blue	Blue	Blue
SPONSORED SEARCH ADS	Blue	Blue	Blue	Blue
TENANCIES/ TAKEOVER ADS	White	Blue	Blue	White
PRODUCT RECOMMENDATION ADS	Blue	Blue	Blue	Blue
BRANDED EXPERIENCES	Blue	Blue	Blue	Blue
NATIVE ADS	Blue	Blue	White	White
OTHER	White	White	White	White



OFF-SITE PROPERTIES



IN-STORE
DIGITAL
PROPERTIES



DIGITAL SCREENS /
SIGNAGE



RADIO



HANDSCANNER



DOOH ADS



OTHER



TARGETING OPTIONS

	BUT vos envies sans attendre	Conforama	Kingfisher	MedaMarkt SATURN
KEYWORD SEARCH	Active	Active	Active	Active
PAGE (CATEGORY)	Active	Active	Active	Active
SHOPPER DATA	Not Active	Active	Not Active	Not Active
CONTEXTUAL	Not Active	Active	Active	Active
SKU	Not Active	Not Active	Active	Active
LOOKBACK WINDOWS	Not Active	Not Active	Not Active	Not Active
OTHER	Not Active	Not Active	Not Active	Not Active

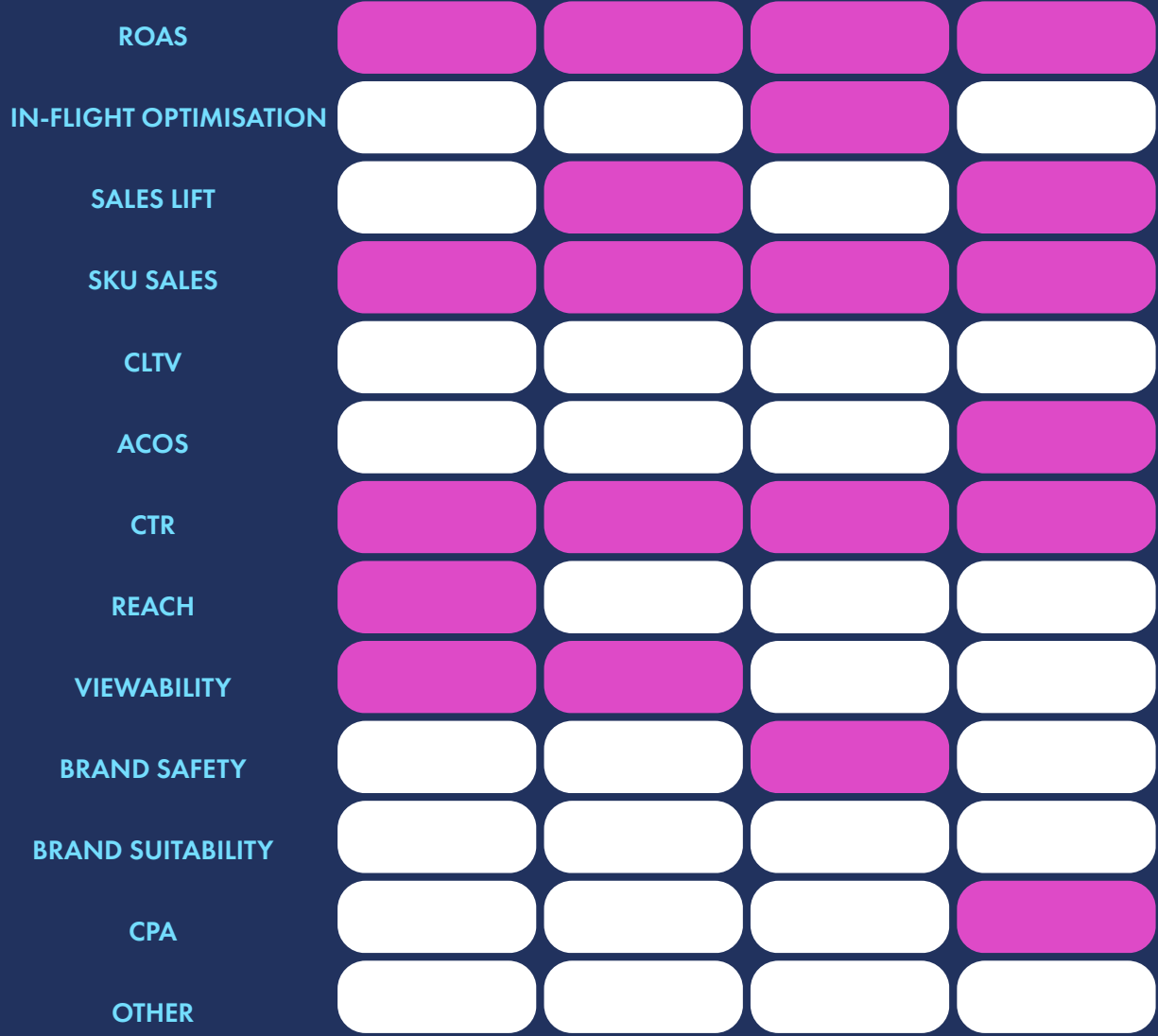


MEASUREMENT







CONTACT

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