

September 2023



IAB EUROPE'S 101 GUIDE TO RETAIL MEDIA

Contents

Introduction	Page 3
Section 1: What is Retail Media?	Page 4
Section 2: How Can Retail Media Campaigns Be Bought?	Page 7
Section 3: Why is Retail Media Important to Brands?	Page 8
Section 4: What is Available for Advertisers?	Page 10
Section 5: How Do You Measure & Target?	Page 13
Section 6 - Retail Media Standards	Page 15
Section 7 - Best Practices	Page 16
Summary	Page 18
Case Studies	Page 19
Contributors	Page 27

Introduction

Retail Media is no longer an emerging channel but rather touted as the third wave of digital advertising. Already, [more than 90% of advertisers are partnering with retailers](#) to reach existing and prospective consumers. This trend will only continue. IAB Europe forecasts that online retail media advertising spend will exceed traditional linear TV ad spend by 2026 to reach €25bn.

The growth of Digital Retail media could be described as significant; brands are now able to work with retail partners to directly engage with their consumers at the point of purchase, using first-party data to target, optimise and measure their campaigns. [More than a third of buyers cite access to first-party data](#) as one of the key drivers of Retail Media adoption and the majority are already working on their first-party data strategy. The ability to advertise right at the point of purchase combined with closed loop attribution is another reason Retail Media is seeing such high growth.

This Guide to Retail Media has been developed by experts from IAB Europe's Retail Media Working Group. It serves as an educational 101 Guide to Retail Media, including what it is, with key definitions, how it works, why it's important for brands, how to buy it and how to measure it. The guide also includes some key best practices for stakeholders operating in this channel.

Section 1: What is Retail Media?

As with any emerging technology or solution it is vital to first understand and define what we mean by Retail Media. To overcome this challenge IAB Europe's Retail Media Working Group 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. These harmonised definitions drill down into digital on-site, digital off-site and digital in-store and are a crucial first step in providing a harmonised understanding of Retail Media. Having a common understanding is essential for developing effective measurement, standards and guidance.

Pan-European Retail Media 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.

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.

Formats include, but are not limited to, sponsored product ads, sponsored search results, display banners, email targeted coupons and video.

Search and sponsored product ads are generally bought on a biddable Cost-Per-Click (CPC) basis while some display and video executions can be bought on a Cost-Per-Mille (CPM). Fixed tenancy opportunities are also available.

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.

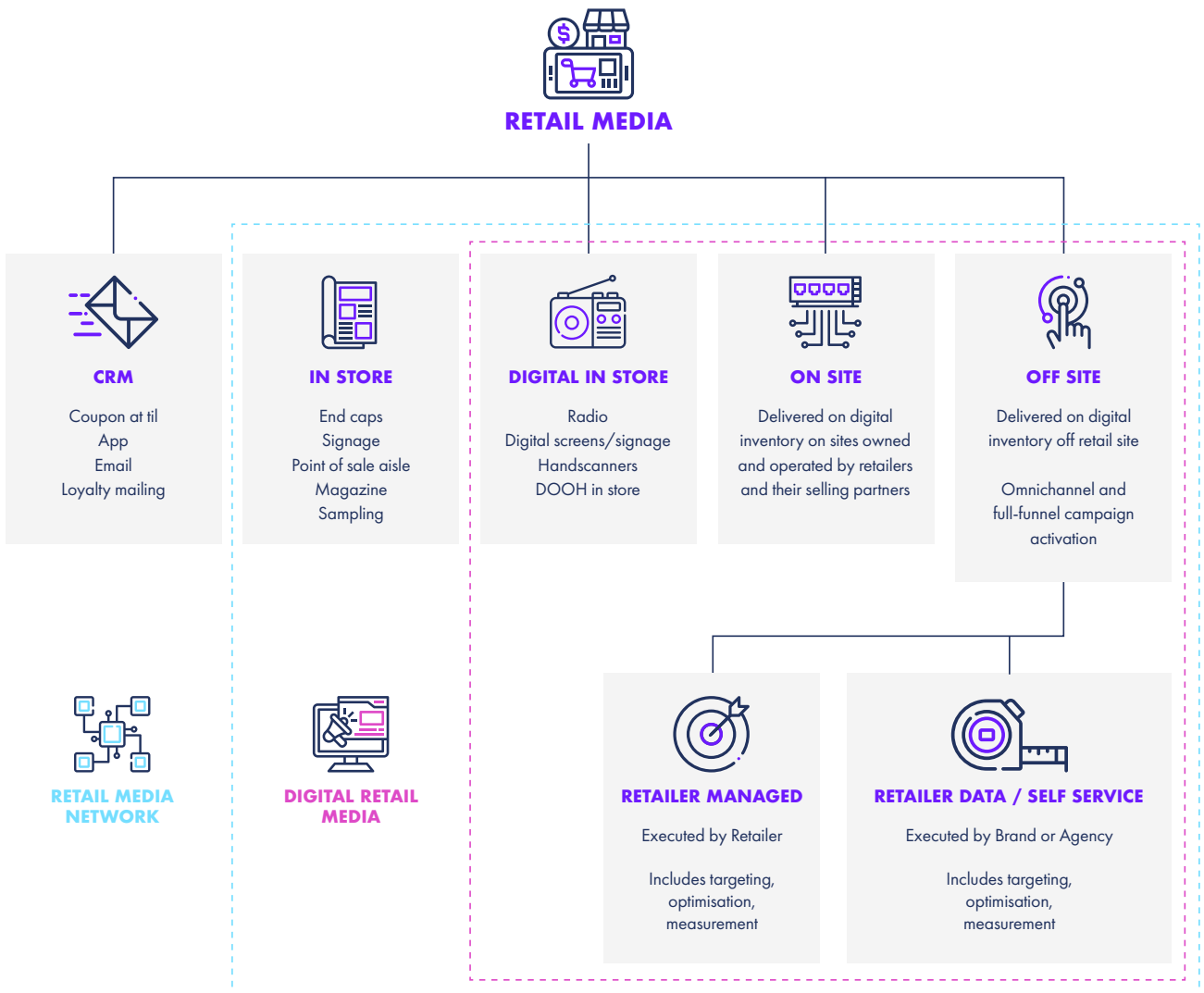
In-Store Digital Retail Media

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. More programmatic opportunities are likely to develop throughout 2023 and beyond.

More traditional (non digital) media placements are also available in-store. These include but are not limited to trolley panels, shelf booklets, gondola ends and sampling.

Definition Diagram

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



© 2023 IAB Europe

Section 2: How Can Retail Media Campaigns Be Bought?

Generally Digital Retail Media campaigns can be bought via managed or self-service options. These can be both on-site or off-site which are covered in section 4.

Managed Service campaigns are bought from and managed directly by retailers. The advertiser makes a booking with a relevant retailer who will then set-up and run a campaign using their retail data across the inventory of choice or will manage and advise on the keywords to bid on across their site. The advertiser usually pays a fee to cover media, data and measurement as a fully managed service. Some retailers will also offer a managed service for off-site campaigns e.g ads delivered across a social platform.

Self-Service off-site campaigns are enriched with retailer data for targeting, optimisation and measurement and are delivered by the advertisers themselves (or their agency) programmatically via a DSP. For example an advertiser could buy a CTV campaign through its DSP using retailer data for targeting and measurement. This is typically bought by the client directly or their agency programmatic teams. Buyers can also access in some cases on-site inventory as a self-serve option.

Section 3: Why is Retail Media Important to Brands?

Once perceived as purely lower funnel activity, Retail Media has fast evolved into a broader, more balanced and sophisticated proposition. No longer purely the domain of trade marketers, shopper marketers or e-commerce teams, it offers brands and retailers a unique opportunity to increase revenue and reach a wider audience, including increasingly digital customers across all media channels. Specific benefits include:

More precise targeting : Retail Media offers brands the ability to precisely target a vast range of audiences despite the deprecation of third-party cookies. First-party consented data is something retailers have an abundance of and can make available for brands. Retailers have the email IDs of their customers, enabling deterministic matching and more precise attribution, to ensure brands can target their ads to the right audience. This will be even more crucial when third-party cookies are phased out leaving marketers unable to target two-thirds of the world's internet users.

- **A more diverse range of outcomes:** Trade marketing is effective at delivering short-term sales lift, but it is narrow in terms of reach and frequency. Retail Media expands the advertising reach of brands across a vast range of touchpoints, at various points of the customer decision journey, in a brand-safe way. Retargeting a shopper with a display ad or serving a sponsored product ad in the retailer search results page or when that user is browsing across the open web or using Social Media are still purchase-driving activities. They can also be supported by video or rich display ads targeting broader retail audiences (e.g. new parents or tech enthusiasts) to drive awareness of an advertiser's product. There's also evidence to suggest that all these formats combined, and working in harmony, can drive an exponentially higher purchase rate vs. isolated format exposure.
- **Consistent targeting and measurement across digital media channels:** Data from retailers can be used to consistently target and measure campaigns across a range of digital media channels (e.g., DOOH, CTV, Audio etc.).

- **Volume:** The rapid growth of e-commerce means Retail Media has reached critical mass – riding a third wave of digital advertising. From 2012 to 2022, the online share of retail trade more than doubled in the UK and more than tripled in Germany, with a 26.5% and 19.6% share respectively according to the [Centre for Retail Research](#). More people are buying products and services on e-commerce sites than ever before, which makes these sites and shopper audiences more lucrative to target.
- **Consumer experience and attribution:** Retail Media and e-commerce are collapsing the purchase funnel. The added benefit for marketers is closed-loop measurement. Most Retail Media solutions have the ability to directly attribute sales to advertising activity within their reporting. This makes it extremely attractive to marketers, and commercial and finance teams alike.
- **Avoiding logistics headaches:** There's an opportunity for non-endemic brands to advertise and reach their target audience without having to worry about logistics or supply chain management. The likes of Amazon Marketplace, eBay and Etsy provide a ready-made audience of buyers and logistics to fulfil orders on their behalf.
- **Visibility and credibility:** Access to large audiences leveraging data from retailers helps establish a brand in a crowded marketplace.

Section 4: What is Available for Advertisers?

On-Site digital 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).

Common on-site opportunities include:

- **Sponsored product or search ads:** Advertising that appears in search results, either at the top or bottom of the page, or within the search results themselves. The ad is placed in the same format as the organic search results, but is easily distinguishable through the labelling "sponsored" or "advertisement". They're often located near search results from keywords, category browsing and product browsing, but could also be placed near the check-out location or previously bought lists.
- **Display banner ads:** Static or interactive ads that are placed on web pages or within a select range of web pages. They appear in different sizes and formats, such as skyscrapers, leaderboard, and rectangles.
- **Sponsored brand pages:** Custom brand pages on a retailer site that allow companies to elevate their brand in a more visual manner when a shopper is searching for their brand. These often include lifestyle imagery, brand logos, and other key messaging the brands may like to showcase. In some instances, on-site ads can be linked to a brand's product catalogue through a retailer's feed.
- **Video ads:** On-site animated or full video ads on e-commerce platform websites and apps, or physical stores, when a digital screen is used.
- **Takeover ads:** Advertising that takes over a specific page on a retailer website.

Off-Site digital Retail Media refers to the use of retailer data to buy advertising sold on inventory outside of retailers online (web and app) shopping platforms.

Common off-site opportunities include:

- **Search/shopping ads:** Advertising appearing on specific word requests on search engines.
- **Display banner ads:** Advertising delivered on third-party websites, social media platforms or CTV, these can include banners, buttons, skyscrapers, overlays, interstitials.
- **Video ads:** Advertising delivered on third-party websites, social media platforms or CTV. These can include in-stream, out-stream, in-banner video advertising.
- **Email ads:** Advertising included within an email sent from the retailer. This could be ads placed within a regular newsletter or a fully custom-designed email.
- **Audio ads:** Advertising placed on pure-play streamed music services, IP-based radio, podcasts.
- **Digital Out of Home (DOOH):** Advertising on screens which are usually located at the entrance to the store and are primarily owned and operated by an OOH media owner. Ads can be purchased via the Retailers' retail media department, agency, or the brand's media agency.
- **Social Media placements:** Advertising on social networks such as Facebook, LinkedIn, etc. This can include banner or video ads.

In-store digital Retail Media opportunities are also offered by retailers to agencies and brands.

Common in-store ad opportunities include:

- **Radio:** Advertising delivered via in-store radio.
- **Digital screens and signage:** Advertising on retailer owned in-store screens. For example, POS displays, aisle ends, ads on self checkouts.
- **Hand Scanners:** Advertising on hand scanners used by consumers to scan products whilst shopping in-store.
- **Digital Out of Home:** Digital Out of Home screens are usually located at the entrance to the store and are primarily owned and operated by OOH media owners. Ads can be purchased via the Retailers' retail media department, agency, or the brand's media agency.

Section 5: How do you Measure & Target?

When it comes to measuring the success of Retail Media campaigns, brands want to see a tangible return on their investment, one that they can see and trust. Reach as a metric, for example, doesn't provide the transactional evidence that brands need, such as sales and return on ad spend. Data from [Epsilon's 2023 global study](#) on the current and future state of Retail Media indicated that 47% of brands considered Total Sales and Return on Ad Spend to be the most important metrics when measuring Retail Media campaigns.

Large advertisers have also begun to request third-party verified media quality across previously unmeasured on-site campaigns. Major agencies are mandated to ensure the effectiveness of their client's placements, and therefore for the Retail Media market to fully scale, partners will increasingly need to collaborate with measurement companies. In order for the Retail Media industry to achieve the growth anticipated by industry forecasts, media quality measurement will be part of the industry standard campaign workflows, as it is across all major digital channels. With audience technology advancements in-store, we are beginning to see the ability to target audiences in the physical world, aligning to online Retail Media capabilities"

Targeting

One of the benefits of Retail Media is the ability to target consumers efficiently. With the deprecation of third-party cookies looming, first-party data has become a priority for advertisers and buyers. Retailers have a significant amount of highly qualified data attached to email addresses that can be leveraged by brands. Targeting is obviously influenced by the goals of the brand. Brands should consider whether they want to:

- Address a specific audience
- Aim to reach consumers at a certain level of buying intention
- Exclude its own customer base to reach only new prospects

Context is also another on-site targeting opportunity. Brands can target consumers based on the context of a specific page on a retailer website. On-site also offers the opportunity for brands to target consumers based on what they have in their basket, their purchase history and the time of day.

Metrics

There are many metrics available for Retail Media campaigns. It is important to align the metrics with the objectives of the campaign, for example if looking to increase the visibility of a product then reach might be the most appropriate metrics but if the brand is looking to drive sales then ROAS would be relevant. Here are some metrics to consider when planning and measuring campaigns are:

- **Return on Advertising Spend (ROAS)** - this is relevant to advertisers because it measures the ratio of advertising spend to revenue generated, making it an important metric for evaluating the profitability and effectiveness of their advertising campaigns.
- **Incremental Sales Lift.** Sales Lift measurement uses statistical techniques to attempt to show how many product sales were driven directly by the campaign, and were net new or incremental to normal sales behaviour. This is different to ROAS which is a correlational metric showing how many people who were exposed to your ads went on to purchase your products, sales lift is causal.
- **Cost-per-click (CPC)** - this is relevant to advertisers because it shows the cost per interaction a user has with their ad, helping them evaluate the effectiveness of their ad campaign and manage their budget efficiently.
- **Order Volume & Revenues** - measurement is important for advertisers because they usually do not have direct access to information such as
 - what advertising generated what revenue,
 - what was purchased, and
 - what revenue volume is associated with it.
- **New to Brand** - the number of customers that are new purchasers of a specific brand. This can be a dimension for ROAS or Sales Lift measurement.
- **Customer Lifetime Value (CLTV)** - the total revenue or profit generated by a customer over the entire course of their relationship with a retailer
- **Share of Wallet** - the amount of spend an average customer regularly devotes to a particular [brand](#) rather than to competing brands in the same product category.

Section 6: Retail Media Standards

It is important to note that there are currently no industry wide standards available to consistently measure the success of Retail Media campaigns which are essential for the industry to understand how key outcomes can be met. A recent IAB Europe survey of over 100 Retail Media buyers and sellers found that over two thirds of buyers (70%) think the lack of standards for Retail Media is a barrier to investment. When asked about which standards are most important, the majority of buyers (90%) and sellers (84%) cited media and attribution measurement.

It is important that the industry works together to ensure that standards for Retail Media measurement and that metrics are developed in terms of definitions and calculation methodology. IAB Europe is investing heavily into the development of standards for the Retail Media industry. Through our working groups and extensive industry consultation, IAB Europe is able to identify the specific areas that require standardisation. Dedicated IAB Europe councils for key stakeholders (such as the retailers) will also enable industry wide concerns to be addressed.

Section 7: Best Practices

Members of IAB Europe's Retail Media Working Group include experts from Retailers, agencies, trading desks and advertising networks. They have collated their best practices for operating within this space. Below are some of their top tips consider for your Retail Media campaigns:

On-Site

- **Run a Full On-Site Strategy** - Consider running a mix of Product Listing Ads and Banner campaigns to reach relevant shoppers at every stage of the onsite buying journey.
- **Align Budgets with On-Site Goals** - Healthy budgets will ensure products and/or banners are eligible for every possible auction.
- **Continuous Campaign Strategy** - Consider maintaining a continuous onsite presence to drive more brand awareness and to reach shoppers between key seasonal peaks.

Off-Site

- **Full Funnel Retail Media Strategy** Expand upon a bottom of funnel ecommerce focus and leverage Retail Media across the marketing funnel both on-site and off-site. Drive awareness and favourable drive relevant users through to intent and purchase
- **Monitor Performance and Optimise Often** - Set appropriate KPIs for each part of the cross-funnel Retail Media strategy. Measure performance against those program KPIs regularly. Adjust and optimise campaigns, as necessary.
- **Consider the Media and Audience** - Retail Media opportunities include various formats to reach customers along their buying journey. Retail Media also offers the opportunity for brands to test with certain creatives and audiences and learn along the way.

- **Adapt the Message According to the Touchpoint** - consider adapting the campaign message according to the retail media touch point, e.g. on site vs., off site
- **Implement Omnichannel Measurement** - retail media measurement enables advertisers to have an aggregated view of media planning and how each format / message can successfully impact the campaign.
- **Consider Historical Shopping Data** - retailers have access to lifecycle audiences created from the historical shopping data; advertisers should consider implementing this into their campaigns. Especially relevant for advertisers not stocked in a particular retailer to take advantage of Retail Media.

Summary

No longer just emerging, spend in Retail Media continues to grow and open up new advertising opportunities for brands. However, as with any nascent or new investment opportunity, there are still key learnings and challenges to overcome to ensure it remains a highly valuable advertising channel for all stakeholders, notably consumers.

As summarised in this Guide, the Retail Media opportunity in Europe is vast, from on-site, off-site to in-store activations alongside access to rich first-party data sets and contextual targeting opportunities. Some buyers may find it hard to know where to start, which is why the contributors of this Guide have created a resource to support buyers in their Retail Media journeys. It is intended to arm the digital advertising industry with the right knowledge to understand what Retail Media is, what are the opportunities, understand how campaigns can be bought and discover what are the best practices and key learnings.

As highlighted in section 6 on standards, there is clear demand from all stakeholders to develop standards. This is a key priority for IAB Europe and members of the Retail Media Working Group. Therefore, IAB Europe will continue to work with its Retail Media Working Group to provide standards, guidance, education and key insights on this channel, to help elevate and advance Retail Media in Europe and seize the opportunities that it brings.

Case Studies

LISTERINE®

Case Study - The Trade Desk and Listerine

Brand: Listerine
Agency: Matterkind
Retailer:
Market: Spain

Key Results:

- 31% of purchases were made on the retailer's website
- 50% decrease in CPA
- 157% improvement in conversion rates (MoM)

Johnson & Johnson – the multinational corporation behind some of the world's most popular health care products – wanted to accurately measure the impact of its advertising on sales of its mouthwash brand, Listerine. In the past, the company had relied on traditional market research to assess the effectiveness of its marketing efforts, but this was often top-level data that didn't give the company a clear picture of how to optimise its future campaigns. That's where The Trade Desk's partnership with a major Spanish supermarket chain came into its own.

Thanks to the direct integration of the retailer's first-party and sales data on The Trade Desk's platform, Johnson & Johnson's agency, Matterkind were able to find and test high-value audiences. The retail partnership gave Listerine a more detailed understanding of its target market. What's more, it enabled the team to track the complete customer journey – from initial awareness to final purchase – across the marketing funnel. Through the retailer's data, which covered 90 percent of Spain's total population, The Trade Desk was able to provide Listerine with real-time conversion tracking, attribution, and reporting, as well as insights into the buying habits of Listerine's key audiences.

Using The Trade Desk's artificial intelligence tool, KOA™, Matterkind was able to test and optimise its video and display ads across different stages of the conversion process. And the results proved significant. Matterkind decreased the cost per acquisition (CPA) by 50 per cent and improved conversion rates by 158 per cent month on month (MoM). In the final month, 31 per cent of total Listerine purchases from this campaign were made on the retailer's website, which helped the brand assess the impact of advertising on retail sales.

[Download the Case Study here](#)

Case Study - The Trade Desk and Nestle



Brand: Nestle
Agency: Path
Retailer:
Market: Germany



Key Results:

- 30% uplift in coupon redemptions for customers who saw the ads in the app
- 38% better cost per acquisition when targeting loyal cat-product purchasers
- 2,017 in-store coupon redemptions
- 700k unique consumers reached

With ever-increasing competition, Nestlé's brands – like Purina – need to work hard to win new customers, retain existing ones, and drive in-store sales. And that means Path, its media agency, must prove that their campaigns perform. However, for offline activities, obtaining accurate measurement and optimisations can be an enormous challenge. That's why the agency decided to run a coupon campaign for Purina's Felix KnabberMix pouches. The plan was to promote the coupons through a retailer app, which customers could then redeem in stores.

Nestlé was able to benefit from The Trade Desk in several ways. First, it could focus its campaign on existing cat product buyers based on purchase data provided by a leading German retailer. Secondly, Path could prove the success of its campaign by directly measuring subsequent in-store redemptions of the coupon via a conversion in the retailer's app. With another goal to identify audiences beyond existing cat-product buyers, this approach also enabled Path to test the performance of new audience segments for prospective customers.

Path worked with The Trade Desk to create three audience segments. One included existing cat-product buyers. The other two segments factored in audiences that fell into one of two prospecting categories: those who had a high likelihood to redeem a coupon, and those with high shopping-cart values. Both were designed to test whether there were additional cat owners who had not yet purchased any cat products at the retail store. The whole campaign ran only on mobile ad inventory. Conversions were counted when coupons were scanned in the retail store and measured through the integration between the Trade Desk and a leading German retailer. To determine the campaign's effectiveness and prove causality, a test and control group was used to see how many coupons were redeemed through the display ads, versus the number of people who redeemed the coupons without seeing an ad. If there was a significant uplift in redemptions for consumers who saw the ads, Path could prove the effectiveness of the campaign at driving in-store sales.

[Download the Case Study here](#)



Case Study - Mimeda and Garnier

Brand: Garnier
Agency:
Retailer: Mimeda
Market: Turkey

Key Results:

- x52 ROAS
- 76% customer uplift
- 55% sales lift

Mimeda, Turkey's first retail media company & Garnier collaborated for a media first campaign where Migros's potential buyers are targeted by Garnier via Meta's Digital Circular. Results are astonishing with x52 ROAS. Garnier wanted to reach out to potential new customers via social media touchpoints.

Mimeda analysed customers who are willing to buy from personal care cosmetics categories and integrate this data through social media posts. Digital circular model lists all related products to buy on the online side and also shows the nearest stores to buy on the offline side.

[Download the Case Study here](#)

Case Study - Evergreen Onsite Campaigns with Microsoft Retail Media

Key Results:

- 19% Increase to Avg. ROAS for advertisers running an evergreen strategy
- 2% Decrease to Avg. CPC for advertisers running an evergreen strategy
- 6% Decrease to Avg. CTR for advertisers running an evergreen strategy was offset by increased conversions

An Evergreen, or “Always On”, presence is a long-term strategy to drive increased product awareness and sales between event periods and seasonal peaks, as well as to protect category share from competitors. To highlight the value of this strategy, Microsoft compared the performance of advertisers with an evergreen presence to those with a limited run campaign strategy during the first year of an apparel focused retailer’s program.

Case Study - Skai and Kellogg's

Brand: Kellogg's
Agency: Dentsu
Retailer: Amazon, Sainsbury's and Asda
Market: UK



Key Results:

- 68% Increase in revenue on Amazon Ads
- 25% Increase in ROI on [sainsbury.co.uk](https://www.sainsbury.co.uk)
- 85% Increase in revenue on ASDA

Via its media agency Dentsu, Kellogg's has been using Skai to manage its Amazon Ads campaigns in the UK. Leveraging unique features such as Search Term Analysis to eliminate wasted spend and AI Optimization for managing and optimising bids with targeted precision, the team improved revenue by 68% within the first four months of onboarding.

However, with new UK regulations coming into effect that restrict the placement of High in Fat, Salt and Sugar (HFSS) products on Amazon, the team was concerned about the longer-term impact this may have on performance. With other retailers across Europe launching their own media networks, Kellogg's was eager to take advantage of additional inventory on other networks as quickly as possible.

The team began by onboarding Asda and Morrisons, via Criteo, and immediately leveraged Skai's dayparting feature to ensure that ads were running at a time of day when they provided the most value. Then, when Skai launched support for [sainsburys.co.uk](https://www.sainsburys.co.uk) through Nectar360's Ecommerce Media Platform in partnership with CitrusAd, Kellogg's was the first advertiser to onboard its advertising and start managing campaigns alongside its Amazon Ads, Asda and Morrisons activity.

Pacing Monitor was used to track how budgets were pacing across channels, something that previously would have been managed in spreadsheets that were prone to error. Not only has Pacing Monitor prevented any costly overspend, but it also provides automatic detection of performance irregularities according to Kellogg's KPIs.

Skai's Experiments capability was also used to quickly test what performs on Sainsbury's, Asda, and Morrisons. By setting up pre/post tests to evaluate the impact of changes to ad structures, for example, Dentsu was able to assess the impact and optimise performance across channels.



Rob Byrne, Digital Analytics, Search & eCommerce Manager, Kellogg's Europe:
"Partnering with Skai gave us the opportunity to be one of the first adopters with Nectar360. The ability to manage multiple retailers in one platform brings unmatched value to our retail media program, and we look forward to onboarding more retailers soon."

[Read the Case Study here](#)



Case Study - Skai and Reckitt

Brand: Reckitt
Retailer: Amazon
Market: Spain

Key Results:

- 69% increase in click traffic
- 39% increase in sales

Reckitt Spain, a leading consumer goods company, noticed a decline in brand keyword searches in 2020 and 2021 and a significant drop in January and February 2022. This signalled a shift in consumer search trends and posed a threat to the brand's market share, sales, revenue, and ROI.

The retail media team implemented keyword harvesting rules via Skai to identify high-performing keywords that generated impressions and ROI within their selected thresholds. By identifying new converting keywords, the team expanded the reach and visibility of their search campaigns, leading to an increase in impressions, clicks, and sales.

This allowed ads to be shown to a wider yet relevant audience, thus increasing the number of impressions, clicks, and sales. The new converting keywords also improved the relevance and targeting of their search campaigns. This improved the ad rank, which in turn can lead to a lower cost per click. As the team harvested new converting keywords for their search campaigns, the new keywords drove more clicks and conversions, which improved the conversion rate and ROI of their campaigns.

Simultaneously, the team utilised Skai's automated bidding portfolios, which enabled them to focus on growth rather than spending time on manual bidding. Algorithmic bidding analysed large amounts of data and made adjustments based on various factors, leading to more efficient use of ad spend and maximisation of conversions generated from campaigns, boosting ROI.

[Read the Case Study here](#)



Case Study - Epsilon and RS

Key Results:

- 138 suppliers activated
- +£50m revenue influenced
- 7 markets including US and Europe

Increasing automation and standardisation into how RS managed its activity changed the nature of how it operated. Streamlining its processes allowed it to provide more options for its suppliers and lower the entry point to work with RS. With the ability to expand or rein in client budgets as necessary, it could attract and support smaller suppliers while helping those with larger budgets spend it more meaningfully.

Epsilon also enabled RS customers to be targeted off the site, expanding its distribution and providing what its suppliers had demanded. Traditionally reliant on its own property and some trade sites, now it had access to new, rich data insights from Epsilon. By understanding better how its customers interacted and transacted and being able to identify them on the open web had a significant impact on its activities.

Rather than the fragmented approach of working with individual third parties to support its advertising, Epsilon allowed it to adopt a consolidated strategy. Now, instead of hoping its partner activities were reaching the right audience, Epsilon's data-driven targeting ensured it was. By using and enhancing RS's first-party data, new insights were gained. These were then applied to deliver more impactful advertising by putting the correct message and creativity in front of the right audience – something which hadn't been possible before. From previously relying on push marketing, it could now develop a controlled pull marketing strategy to bring buyers to its site.

[Download the Case Study here](#)

Contributors

IAB Europe would like to thank the following contributors who helped to author this Guide:

The logo for Advertima, consisting of the word 'ADVERTIMA' in a bold, uppercase, sans-serif font.

James Allison
Director, Partnerships

The logo for CitrusAd, featuring a solid green circle to the left of the word 'CitrusAd' in a bold, sans-serif font, where 'Citrus' is black and 'Ad' is green.

Nick O'Connor
Global Marketing Director

The logo for DoubleVerify, featuring the letters 'DV' in a stylized font with 'D' in green and 'V' in purple, followed by a vertical line and the word 'DoubleVerify' in a sans-serif font.

Mark Bausinger
Business Development Director

The logo for Douglas, consisting of the word 'DOUGLAS' in a bold, uppercase, sans-serif font.

Jessica Koch
Vice President, New Business and
Retail Media

The logo for Epsilon, featuring the word 'Epsilon' in a bold, blue, sans-serif font with a registered trademark symbol (®) to the upper right of the 'n'.

Esme Robinson
Director Platform Solutions

Contributors

IAB Europe would like to thank the following contributors who helped to author this Guide:



Lucie Laurendon
Head of Product Marketing
Antoine Thievenaz
Strategic Business Analyst



Jason Wescott
Global Practice Lead, Commerce



Salvatore Cospito
Chair of the Retail Media Committee,
IAB Spain



Kina Demirel
Managing Director, Mimedia and
member of IAB Turkey Retail Media
Working Group
Gamze Balik
Head of Analytics & Insights, Mimedia
IAB Turkey

Contributors

IAB Europe would like to thank the following contributors who helped to author this Guide



Catherine Cribbin (on behalf of the IAB UK Retail Media Working Group)
Head of Partnerships



Nate Pinkston
Head of Growth, Retail Media



Ben O'Mahoney
Ad Tech & Data Partnerships Lead
Zachary Willis
Retail Media & Ad Tech Lead



PUBLICIS GROUPE

Rutmer Faber
Lead Marketplaces & Retail Media



Babs Kehinde
Senior Director, Commerce, EMEA

Contributors

IAB Europe would like to thank the following contributors who helped to author this Guide:



Michelle Urwin
VP Marketing



Tim Abraham
Senior Data Partnerships Director
Nik Dutt
Product Marketing Manager




Alexandra Klimashevich
Senior Product Marketing Manager


Marie-Clare Puffett

Marketing and insights Director

puffett@iab europe.eu

iab europe
Rond-Point Robert
Schumanplein 11
1040 Brussels
Belgium

 [@iabeurope](https://twitter.com/iabeurope)

 [iab-europe](https://www.linkedin.com/company/iab-europe/)

iab europe.eu

