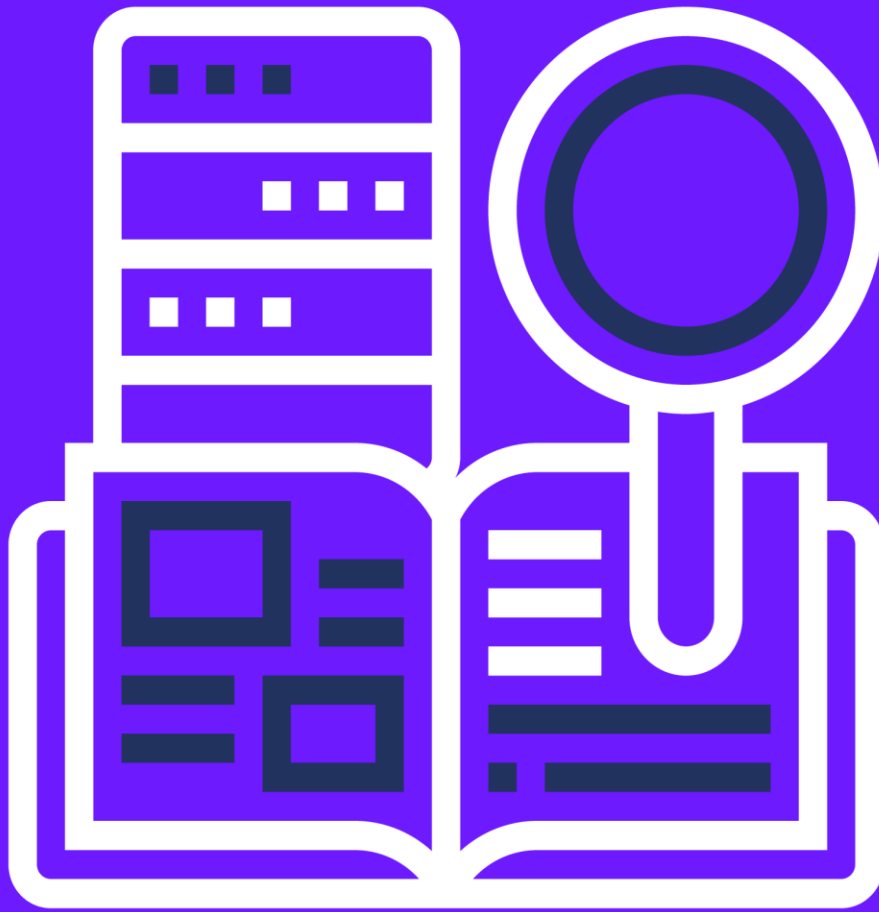# IAB EUROPE'S
RETAIL MEDIA GLOSSARY

Introduction

This Glossary has been produced to provide clarity to the ever evolving digital retail media landscape. We would like to thank IAB Australia who provided us with their Glossary which we have adapted for the European Retail Media Landscape. It is your guide to demystifying the many terms used in this sector.

This Glossary includes the first Pan-European definitions of Retail Media in a digital advertising sphere which have consensus across the National IAB network in Europe These definitions were first published in the IAB Europe 101 Guide to Retail Media and are also available in this handy one page overview.

Thank you to the following members of IAB Europe's Retail Media Committee for reviewing and contributing to this Glossary:

- James Allison, Market Development Director, Advertima
- Lauren Sidler, Senior Product Marketing Manager, Advertima
- Diana Abebrese, Global Retail Media Lead, EPAM
- Rutmer Faber, Retail Media and Marketplaces, Publicis Groupe NL

Term

Definition

advertising cost of sales (acos)

Advertising Cost of Sales is a metric that measures the ad spend generated by advertising in relation to the overall sales value. It is calculated by dividing the ad spend by the sales value and then converting it into a percentage.

addressable audience

An audience that can be addressed in real-time with targeted messages, be it on-site, off-site, or in-store.

aggregated market data

A shared repository of commerce/ retail-related data for insights and analysis, benefiting multiple retailers.

at-home sampling

An example of off-network retail media, in this case physical media. A box of free samples delivered at home to a retailer's customers, commonly used for products in the health and beauty, personal care, and baby categories.

attributes

Attributes are characteristics of consumer data that enable marketers to understand a customer's purchase and intent behaviours.

attribution

The process of evaluating and assigning credit to the marketing touchpoints that a consumer encounters on their path to the desired outcome. Attribution helps marketers understand the impact of their advertising campaign, especially in the context of closed-loop measurement to determine incrementality.

average cart/basket size

The average revenue generated by a campaign's sales. This KPI is calculated by dividing the total revenue by the total orders over a given time period. The average cart can be tracked for any time period, but the most common is the moving monthly average.

brand page

A centralised online destination where a brand lists its products on a retailer site or marketplace.

catalogue / sales catalogue

A catalogue is a regular (often weekly) booklet containing special deals and featured products that are distributed in stores or delivered by mail or newspaper inserts to consumers' homes.

Term	Definition
catalogue / shopping feed	A data source containing product information used for creating and managing dynamic product ads within retail marketing. Product information typically includes a product's ID, name, description, category, image URL, and the product's URL on the brand's website.
category share	The percentage of all products in a category that a brand sells, often expressed as a percentage in retail. Sometimes refers to the share of a market segment in the category instead.
checkout advertising	An example of in-store retail media. Ads or media places within close proximity of the checkout, for example the plastic dividers used to separate grocery items belonging to different customers during checkout; can be used for displaying promotions or advertising.
closed-loop measurement	A method of tracking and analysing the complete customer journey, from initial exposure to interaction to conversion, in retail. That conversion can be online or in-store if some form of user tracking is in place (such as the use of a loyalty card). It is considered a key benefit of most retail media offerings because it allows advertisers to track the impact of their ads from initial exposure to the final purchase.
commerce data	Attributes of consumer data that enable marketers to understand a customer's purchase and intent behaviours.
commerce intent	Signals or actions indicating a consumer's inclination to make a purchase, used for targeted marketing efforts.
commerce media	Commerce media is sometimes used in the discussions around retail media.The general difference in intention is a broader term - that variously suggests parties beyond retailers can be involved. This is typically via parties data sharing. The other more common use of the term is referring to companies that are not strictly retailers setting up offerings that are equivalent to retail media offerings (an example might be a bank, or an energy company).
connected media	Traditional media which is connected digitally to the wider media landscape and therefore can be connected to the retail media ecosystem be it connected TV or connected in-store displays.

Term	Definition
consumer journey or customer journey or shopper journey	A customer/shopper journey is the entire experience a customer has while communicating with a brand. It considers the complete interaction roadmap from brand discovery to purchasing and beyond.
contextual commerce	Enabling customers to purchase products directly from content, merging shopping with the user's online experience.
custom audience	A segment of individuals specifically defined based on particular attributes or behaviours relevant to a campaign, typically for one-time or limited-run use.
customer relevance score	Customer-product relevancy scores are used to build target audiences. It is a metric measuring how closely a campaign or ad aligns with the interests and needs of the target audience.
customer targeting	The act of reaching out to a portion of your customer list to re-engage them and drive sales.
demand-side retail media	Demand-side retail media (DSRM) is a type of retail media that allows brands to buy ad space directly from retailers. It provides a platform where advertisers can control their bidding, targeting, and optimisation. This is in contrast to traditional retail media, where brands buy ad space from intermediaries, such as ad networks and exchanges.
digital catalogue	A PDF file or HTML replica of the print sales catalogue provided on a retailer's website or digitised with rich interaction features (e.g., "clip to card") and provided inside the retailer's mobile app or by third-party shopping and savings apps.
digital coupons	Electronic vouchers or discounts that can be redeemed when making online purchases.
digital shelf	The online equivalent of the brick-and-mortar shopping experience. The digital shelf is where a brand's product is displayed online, and can include search results and product detail pages on retailer websites and apps, marketplaces, and other eCommerce channels.
direct mail	Physical promotional materials sent to customers' addresses, often through postal services.

Term	Definition
endemic advertising / endemic brands	Advertising displaying brands or products that customers can purchase at the retailer. Advertising is contextually relevant, and customers expect to see messaging from these brands, and it integrates into their overall shopping experience.
first-party data	Data that brands and media owners collect about their users from their own sources (e.g., websites, smartphone apps, customer surveys, CRM databases, etc.).
first to basket	When a brand's product is added first to the digital shopping cart over competitors, increasing the likelihood of it being purchased again.
floor media	A form of in-store retail media. Floor media can appear throughout the store to promote products, brands and promotions. Most often used in aisles, it can take the form of stickers, vinyl or digital projection.
full funnel marketing	Marketing strategy involves reaching a consumer at each stage of the marketing funnel (awareness, consideration, and purchase) with appropriate messages. Retail media networks can help equip advertisers (brands) with full-funnel strategies.
geotargeting	Targeting and delivering ads to users based on their geographical location, enhancing local relevance. In the context of retail media it is often tied to local physical stores ranging or product availability.
identity data & resolution	Process of collecting and matching identifiers across devices and touchpoints to build a cohesive, single view of individual customers, enabling marketers to deliver personalised, contextually relevant messaging throughout the customer journey. This is a key component enabling closed-loop measurement.
in-market audience	People who are likely in the market to purchase a given product or service. See also Commerce Intent.
in-store merchandising displays	An example of in-store retail media. In-store merchandising displays. High profile temporary displays which can appear throughout the store - most typically front of store, aisle (gondola) ends or branded bays. Traditionally used by merchandising teams to support key trading initiatives, they are increasingly seen as a valuable asset for retail media to drive incremental sales.

Term | **Definition**

in-store retail media
In-store retail media refers to the advertising and promotional content opportunities that exist within a physical retail environment. Including but not limited to product displays, digital signage including video, printed signage including decals, and shelf wobblers. Depending on the context, it can refer to either digital, analogue, or physical assets.

in-store sales value
The sales value generated in-store during the campaign or over a specific time period. from shoppers exposed to your campaign.

in-store sampling
An example of in-store retail media. Promotional campaigns that offer shoppers a free sample, tasting, or demo of the product, often involving a sampling station attended by a store associate.

in-store signage
An example of in-store retail media. Signs, posters, and banners placed around the store, including the entrance area, stanchions, ceiling-mounted frames, over checkout lines, and special sections of the store, such as the deli, seafood, and pharmacy, to provide advertising messages and information.

incremental value
Also known as incremental ROAS, it is the lift in value generated from an ad campaign, typically expressed in dollars. Incrementality measurement is a key benefit of the closed-loop measurement feature of many retail media programmes.

long-loop data
Long loop data refers to data that tracks customer behaviour over a long period of time - for example, the past 52 weeks. This can include data about what products customers have purchased online and offline, how often they have visited a retailer's website, and what they have searched for online.

look-back window
Lookback window is the period of time after an ad is clicked or viewed within which a conversion can be attributed, or matched, to the ad.

marketplaces
A marketplace is a digital platform that serves as an intermediary between vendors and consumers, facilitating the online sale of goods and services.

Term	Definition
monetisation / media monetisation	Media monetisation is the capacity to generate additional revenue from your media assets and data by allowing advertising partners to promote their products and brands across multiple channels and touchpoints.
non-endemic advertising / non-endemic brands	Brands that are not associated with or related to the products available from a retailer - and are not able to be bought from the retailer - but are in some way relevant to the consumer.
off-site / off-network / off-platform 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.
omnichannel retail	Omnichannel refers to the practise of creating a seamless shopping experience for customers across all channels, including online, in-store, and mobile. This means that customers should be able to start a shopping journey on one channel and seamlessly continue it on another channel.
omnichannel retail media	A retail media offering that integrates touchpoints across three retail media channel groups - onsite, offsite and in-store.
online/offline sales conversion	Total offline or in-store sales value generated from exposed users over the campaign duration + attribution window.
on-site / on-network / on-platform 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.

Term	Definition
on-site display	An example of on-site retail media. Online advertisements, including "digital display" banners or videos and, are displayed on a retailer's consumer-facing websites.
on-site search	Optimising elements on a web page or retailer site to drive more web traffic and improve rankings on a search engine.
out-of-home (ooh)	Out-of-Home (OOH) advertising is a type of above-the-line advertising that consumers experience outside of their homes. Common examples include billboards and 6 sheets.
point-of-sale data	Transaction data collected at the point of sale, providing insights into customer behaviour and preferences.
predictive audiences	Predictive audience is targeting specific audience segments based on predictive models that forecast user behaviour.
product feed management	Product feed management is the administering and optimising of product feeds to enhance the performance of online advertising campaigns.
product listing optimisation	Product listing optimisation involves enhancing and enriching elements of a product listing or product feed to improve ranking in marketplaces, increase traffic, and boost conversions.
product recommendations	Product recommendations are typically AI-driven algorithms that enhance the relevance of digital content for specific products based on a shopper's on-site behaviour, such as navigation, recency, and the types of other products browsed.
product search	An example of on-site retail media. Product search involves sponsored-search ads and premium product placement on a retailer's e-commerce site using proprietary consumer data, including history, preferences, and demographics.
proximity ooh (incl. dooh)	Out of home or outdoor ad spaces that are in or around a store or shopping centre.
real-time targeting	Real-time targeting is a way for advertisers to deliver personalised messages within milliseconds to the right audience at the right time
receipt ads	An example of in-store retail media. Receipt Ads are product and service advertisements printed on the back of the thermal-printer receipt tape.

Term	Definition
research online buy in-store (robis) or research online shop in-store (rosi) or research online purchase offline (ropo)	All these variations refer to the concept where shoppers research brands, offers, and products online before making an in-store purchase.
retail media	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.
retail media network (rmn)	A Retail Media Network (RMN) is the entity comprising both online and offline channels where brands can advertise to reach shoppers. It encompasses the actual 'spaces' or 'channels', such as e-commerce sites, in-app spaces, in-store digital displays, and email marketing channels, where advertisements can be placed.
retail media platform	A Retail Media Platform (RMP) is a technological solution or software system that facilitates the management, execution, and analysis of advertising campaigns within the Retail Media Network. It allows brands to reach shoppers at the point of purchase on retailer and marketplace websites and apps. RMPs offer a variety of ad formats, including sponsored products, display and video ads, instore display and offsite.
return on investment (roi)	Return on Investment (ROI) is a metric used to measure profitability and assess the performance of an ad investment. It is expressed as a percentage and calculated by dividing an investment's net profit (or loss) by its initial cost.
sales uplift	Sales uplift measures the incremental increase in sales that results from running specific promotional campaigns within a set period. Measuring incrementality is enabled further by closed-loop measurement that is increasingly typical via retail media networks.

Term	Definition
screen networks	A collection of connected digital screens that are placed throughout a retailers' network of stores that can be used to display a variety of content, including advertising, product information, and promotions. Through ownership or partnership, a screen network can be extended to include proximity screens and other screen inventory that a retail media network has been provided access to. Screens could be placed within the car park, foyer, aisle, checkout and post-checkout areas.
second-party data	Another company's first-party data that is obtained through a direct relationship or partnership. It can include customer demographics, purchase history, browsing patterns, and more data signals.
self-serve platform	Self-Serve Platform is a retail media advertising platform that enables marketing teams and agencies to have direct access to data, inventory, and more, allowing for greater control and clarity in advertising efforts.
shelf-edge ads	An example of in-store media. Shelf edge advertising promoted products are placed right at the point of sale (POS) to drive conversion. Attached to the shelf where the products can be bought, they can vary in content and format - promotions, coupons, recipes, competitions. Historically physical/ print media, digital versions are becoming more prevalent.
shoppable content	Media content that directly links to a product or service for immediate purchase. This could be within articles, social media posts, or videos.
shopper marketing	Shopper marketing is the use of insights-driven marketing and merchandising initiatives to satisfy the needs of targeted shoppers, enhance the shopping experience, and improve business results and brand equity for retailers and manufacturers.
shopping trolley ads	An example of in-store retail media. Advertisement panels that are placed in or on physical shopping trolleys or carts, in-store.
showrooming	The practice where customers visit a physical store to examine products before purchasing them online.

Term	Definition
sponsored brand	An example of on-site retail media. Sponsored Brands are keyword or category-targeted ads that promote a brand alongside shopping results on a retailer site or marketplace.
sponsored product ads (also known as promoted products)	An example of on-site retail media. Sponsored Products ads are keyword- or product-targeted ads that promote individual listings and appear in shopping results and product detail pages on the retailer's site.
stock keeping unit (sku)	A unique identifier is assigned to each product variant, allowing accurate tracking and inventory management.
supplier	An organisation, often referred to as a brand that provides a product or service for sale via a retail partner or marketplace.
supply-side retail media	Supply-side retail media (SSRM) is a type of retail media that allows brands to buy ad space directly from retailers. The ad space inventory is accessed via a platform where retailers can manage and sell their ad space directly to advertisers This is in contrast to traditional retail media, where brands buy ad space from intermediaries, such as ad networks and exchanges.
targeted email	An example of on-site retail media. Promotional email vehicles, such as weekly newsletters, seasonal campaigns, or personalised messages, containing ads, product features, and promo offers, targeting specific segments or individual occasions.
trade marketing	A marketing strategy focused on wholesalers, retailers, and distributors. Its goal is to increase demand from supply chain partners and promote products to consumers, by increasing product visibility within a retail environment. Trade marketing is funded by trade budgets whic is the money that manufacturers or suppliers spend on advertising and promotional activities in partnership with retailers. Trade budgets are shifting online. Trade Marketing encompasses both offline and online channels, with retail media being a typical channel of online trade marketing.

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