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RETAIL MEDIA
ON-SITE ADVERTISING

What is On-Site 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). These type of ads are mainly search triggered or category placed.

On-site media is often bought direct with retailers/marketplaces but can rely on tech vendors and aggregators

On-Site Retail Media also includes the ability to optimise and measure campaigns based on conversions and sales, as well as target specific inventory. It is often used to personalise the user experience across the purchase journey, and marketers can also work with partners to promote in-store inventory digitally this way.

On-Site Formats

- Sponsored Product Ads
- Sponsored Search Ads
- Display Banners
- Email Targeted Coupons
- Digital Video
- Dedicated Landing Pages
- Shoppable Live Streaming
- Sponsored Brand / Brand Video

Measurement Options

Media Metrics:
Clicks; Viewable Impressions; Impressions; SOV; CPC; session/duration time, IVT/Fraud

Sales Metrics:
ROAS; ROI; CPA; Sales Value, Sales Volume

Shopper Insights:
Purchase Behaviour; Keyword Searches

Current Benefits

- On-Site ads target shoppers already in a 'buying' and "inspiration" mindset who are shopping online or starting their omnichannel journey online.
- Opportunity to up-sell or cross-sell based on shopper browsing/purchase behaviour
- Sales attribution is automatic and requires no external processes (i.e. tagging)
- On-Site ads can be used to boost site SOV (similar to claiming more shelf space for your brand in a store)

Current Challenges

- Limited variety of ad inventory compared to off-site.
- Varying level of targeting capabilities across retailer platforms meaning personalisation and relevance is not consistent.
- No creative sizing standardisation meaning creative sets need to be adapted on a retailer-by-retailer basis.
- Last-click attribution models make it difficult to quantify value across all formats.
- Retailers using different attribution windows for on-site make comparison more challenging (IAB Europe is working to standardise this).
- Varying measurement provision in terms of access, data refresh, and reporting cadence can make optimisation more challenging where frequency is low.
- Budget setting and management capabilities vary across retailers making execution inconsistent.
- On-site retail media platforms are highly fragmented and challenging to manage at scale.

Best Practices

1. **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. This includes ensuring placements run across search results, checkout pages and digital category shelves. With always-on campaigns the algorithm gains more historical learnings that will deliver successful campaigns
2. **Align Budgets with On-Site Goals:** Healthy budgets will ensure products and/or banners are eligible for every possible auction.
3. **Continuous Campaign Strategy:** Consider maintaining a continuous on-site presence to drive more brand awareness and to reach shoppers between key seasonal peaks.
4. **Campaign Boosts:** To further enhance brand visibility and effectively stand out from competitors, consider implementing targeted campaign boosts during key seasons.
5. **Use Transaction Data:** to deliver a better customer experience and make ads more relevant to consumers. This way you will ensure you are not wasting your media spend on customers who are unlikely to purchase your product.

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

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