

# IAB Europe Recommendations for Retail Media Measurement Standards

## FAQs

### Why has IAB Europe developed the Retail Media Measurement Standards?

Retailers are in a unique position to directly link ad spend to sales outcomes. This unique promise fueled the initial growth of Retail Media. For the upward trend to continue brands are asking for more. [IAB Europe ran a survey](#) which found that 70% of buyers cited the lack of standards for Retail Media as a barrier to investment and media and attribution measurement were noted as the most important areas to address.

### What are the Retail Media standards?

The Standards include definitions for media, attribution and campaign insight metrics.

### What metrics are covered in these Standards?

The following diagram provides an overview of the metrics covered in the following standards document and the areas that are not yet covered.

### IAB Europe Retail Media Measurement Standards - Metrics Covered

Media Metrics	Attribution	Insights	Advanced Insights	Future
Impressions	ROAS	iROAS	CLTV	Provide Brands with the tools to Measure across multiple retailers and across other digital media channels
Viewability	Lookback Windows	Sales Uplift	Cross Product Attribution (SP, Display, Social...)	
SIVT	Halo Attribution	Sales Value	Brand Salience	
	Sales Extrapolation	Incrementality	In-Store Sales	
		Audiences		
		ROPO		
		Digital Shelf Ranking		

Covered in V1 of draft standards

Future version of standards

### How were the Standards developed?

IAB Europe brought together 15 retailers from across the region in a two day Workshop to agree on a first set of definitions for industry feedback. We also engaged and consulted with a range of buy-side stakeholders (brands and media agencies). Following the public comment period which engaged a range of industry stakeholders, the Standards have been reviewed and a final version published.

### What has been updated following the public comment period?

The following provides a summary of what has been updated following the feedback received during the public comment period:

Lookback window	IAB Europe has made the language clearer regarding the 30 day lookback window as it is a 'stake in the ground' only. The language now reads: It is recommended that a 30 day post view and post click lookback window is used as standard for endemic on and off-site with retailers also able to provide flexible windows. The 30 day lookback window will serve as default when accessing a retailer dashboard or pulling a report. However, brands will need flexible windows that fit their product needs and should be offered that flexibility for any set number of days within the default 30 days. For example an FMCG brand might request 7 days and a consumer electronics brand 30 days.
Viewability	IAB Europe has added the formula for the video completion rate metric: The formula is the total number of videos viewed to completion / total number of videos launched.
Incrementality	IAB Europe has added in more detail on the different approaches - deterministic and probabilistic
Insights	IAB Europe has added 'New to Category' as a standard metric

### How do these Standards sit with other industry initiatives such as the ISBA Retail Media Framework?

ISBA has worked on a "Responsible Retail Media Framework" for the UK. The Framework addresses what is needed Now, Next and in the Future. In this document, IAB Europe has

addressed most of the elements in the Now and Next section, while we will keep on iterating on the Future with brands across Europe.

There are also other initiatives to define retail media metrics in local markets such as France and Germany. All of this work was reviewed and used as a basis for discussions within the Workshop and the development of the final Standards.

### How does the work of national IABs fit within these Standards?

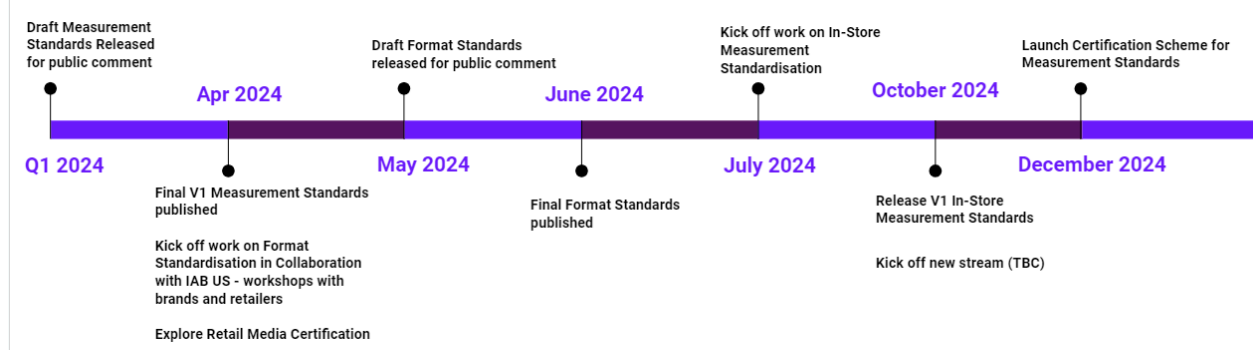
IAB Europe recognises the fact that there has already been some progress made on the development of retail media metrics definitions in other markets (e.g. IAB US, BVDW in Germany and ISBA in the UK) and all of this work was used as the basis for discussions within the Standards Workshop and for the development of the standards. IAB Europe's Retail Media Committee also includes representatives of national IAB retail media groups from across Europe.

### How do these Standards differ or align with the IAB US Retail Media standards?

IAB US published the final version of the IAB/MRC Retail Media Measurement Guidelines in January 2024. IAB Europe has used this work as the foundation for the standards for Europe and has aligned as much as possible, particularly on the media metrics. The standards for Europe have been developed with European retailers and some differentiations exist, such as the definition of sales uplift. We will aim for Global alignment over time. IAB US has reviewed our draft recommendations and is considering using some of them for future iterations of their standards.

### What areas of Retail Media standardisation will be addressed next?

Other topics addressed in the Workshop include Audience Measurement, Creative Ad Format Standardisation, Product Category Standardisation, Digital Shelf Ranking and Brand Salience metrics. IAB Europe has developed the following roadmap for standardisation in 2024:





IAB Europe has already kicked off work on creative ad format standardisation and aims to release recommendations for public comment in May.