

IAB Europe Releases Updated Commerce (Incl. Retail) Media Standards & Flexi Ad Sizes Guidelines for Retail Media Networks

Frequently Asked Questions (FAQs)

Supporting the Release of IAB Europe's [Commerce Media Measurement Standards V2](#) and [Flexi Ad Sizes Guidelines](#).

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1. What has IAB Europe released?

IAB Europe is releasing two new resources to support the growth and maturity of Retail & Commerce Media across Europe:

- **Commerce (Incl. Retail) Media Measurement Standards V2**
- **Flexi Ad Sizes Guidelines for Retail Media Networks**

These updates aim to bring greater consistency, comparability, and scalability to a rapidly expanding sector.

2. Why did IAB Europe develop Retail Media Measurement Standards?

Retail Media is growing rapidly across Europe, but inconsistent measurement practices make it difficult for advertisers, agencies, and retailers to compare performance across markets and platforms. To address this fragmentation, IAB Europe created a unified set of Retail Media

Standards for On- and Off-Site Measurement in April 2024, offering clear definitions and core metrics that enhance transparency, trust, and comparability across the ecosystem.

3. Why were the Standards updated?

The standards have been updated to address:

- The expanding scope of commerce-driven media
- The need for clearer, more consistent measurement frameworks
- The need for guidance on the Incrementality definition and methodologies
- Requirements for quick commerce and emerging verticals

4. What are the key changes in the Measurement Standards V2?

The updated standards introduce:

- A refined measurement funnel
- Standardised definitions for **gross vs. net sales**
- New metrics tailored to **quick commerce**
- A formal definition of **incrementality**, with approved methodologies
- Expanded **new-to-brand / new-to-category** timeframes (now five generic options)
- Guidance on **measurement and insights delivery tools**
- Reinforcement of a **30-day default lookback window**, with flexibility for customisation

5. Who contributed to the updated standards?

The standards were developed by IAB Europe in collaboration with:

- Our **Retail & Commerce Media Committee**
- Our **Retailer Leaders Council**
- Retailers, brands, agencies, and ad tech providers across Europe
- Industry stakeholders who participated in the 2025 public comment period (September to November)

6. How will these standards benefit the industry?

The standards aim to:

- Improve clarity and comparability across campaigns and platforms
- Reduce fragmentation in measurement practices
- Support more transparent reporting
- Enable better cross-channel planning and investment decisions
- Provide a foundation for future certification and compliance

7. Why is the 30-day lookback window important?

A consistent lookback window is essential for ensuring comparability and clarity across campaigns, retailers, and measurement partners. The standards reinforce **30 days as the default** because it provides a balanced view of consumer behaviour, capturing both immediate and delayed purchase effects.

At the same time, the guidance requires retailers and ad tech providers to offer **flexible, customisable lookback options**, recognising that different categories, buying cycles, and campaign objectives may require shorter or longer windows.

8. What is the Retail Media Certification Programme, and how does it relate to the measurement standards?

IAB Europe's **Retail Media Certification Programme** enables retailers and ad tech partners to demonstrate audited compliance with the measurement standards.

The updated V2 standards will be incorporated into the programme to support real-world adoption and accountability. There is a six-month grace period during which retailers and ad tech partners may comply with either V1 or V2 of the standards. This transition window runs until the end of July 2026.

9. What are the Flexi Ad Sizes Guidelines?

These guidelines recommend a set of **four flexible aspect ratios** for static display ads used in Retail Media Networks.

10. Why are Flexi Ad Sizes needed?

Retail Media currently suffers from fragmented, non-standard ad formats that create operational inefficiencies. The guidelines aim to:

- Reduce creative production complexity
- Unlock broader budgets through scalable activation
- Improve customer experience
- Maintain room for innovation while promoting consistency

11. Who developed the Flexi Ad Sizes Guidelines?

The guidelines were created by IAB Europe in collaboration with **Tesco Media**, with input from broader industry stakeholders.

12. How do these resources support the growth of Retail & Commerce Media?

Together, the updated measurement standards and Flexi Ad Sizes Guidelines:

- Provide a unified framework for measurement and creative delivery
- Support cross-market comparability
- Reduce friction for advertisers and agencies
- Enable retailers to scale their media offerings more effectively
- Strengthen trust and transparency across the ecosystem

13. Will additional verticals be included in future versions?

Yes. IAB Europe plans to expand the standards beyond quick commerce, with future editions to include **travel** and **finance** media networks in 2026.

14. Where can I access the full documents?

Both the **Commerce Media Measurement Standards V2** and the **Flexi Ad Sizes Guidelines** are available on IAB Europe's website.

Stakeholders can also explore our **Retail Media Hub** for ongoing updates, resources, and opportunities to get involved.

15. Who can I contact for more information?

For questions, collaboration opportunities, or participation in IAB Europe's Retail & Commerce Media initiatives, please contact:

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