

IAB EUROPE RETAILER DIGITAL ADVERTISING CAPABILITY MAP



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INTRODUCTION

IAB Europe forecasts that Retail Media Ad Spend in Europe to reach 31bn EUR by 2028. It is no secret that Retail Media is transforming the digital advertising ecosystem and how brands invest in it. As the number of Retail Media Networks (RMNs) continue to grow, it is important that brands are able to easily assess where to invest. This is why IAB Europe has created the Retailer Capability Map.

WHAT IS IT?

The IAB Europe Retailer Capability Map provides information about the on-site, off-site and in-store opportunities offered by retailers operating in Europe as well as the targeting and measurement options available. Please note, the capabilities are self-declared and not verified or checked by IAB Europe.

WHO IS IT FOR?

Media buyers and brands can use the Map to compare retailer offerings and assess retailer maturity.

HOW CAN MY BUSINESS BE INCLUDED?

If you are a retailer or retail or commerce media network interested in joining the Map, please email Marie-Clare Puffett on puffett@iabeurope.eu

THANK YOU TO THE FOLLOWING COMPANIES FOR PARTICIPATING IN THIS INITIATIVE

KEY



ALBERT ČESKÁ
REPUBLIKA



ALBERT HEIJN RETAIL MEDIA SERVICES



ASOS MEDIA GROUP



BOLCOM



BOOKING.COM



BOOTS MEDIA GROUP



CO-OP MEDIA NETWORK



DELIVEROO



DOUGLAS MARKETING SOLUTIONS



ENDLESS RETAIL MEDIA
SOLUTIONS



GLOVO



ICA RETAIL MEDIA



JUMBO RETAIL MEDIA



JUST EAT TAKEAWAY.COM



KLEINANZEIGEN



LS ELEVEN MEDIA SERVICES



MEDIAMARKTSATURN



MIGROS - MIMEDIA



NECTAR 360



OBI FIRST MEDIA GROUP



RWE GROUP RETAIL
MEDIA CONNECT (REWE,
PENNY, ZOOROYAL)



SCHWARZ MEDIA NETWORK



TESCO MEDIA & INSIGHT PLATFORM



UNILIMITAIL



VERY MEDIA GROUP



WOLT ADS



ZALANDO PARTNER MARKETING SERVICES



GROCERY

T e on m J U SM ICA RMC a N C

MARKET(S) ACTIVE IN	UK	PORTUGAL	NETHERLANDS	MENA	BELGIUM, NETHERLANDS	GLOBAL EUROPEAN COUNTRIES PLUS OTHERS	GLOBAL EUROPEAN COUNTRIES PLUS OTHERS	SWEDEN	GERMANY	CZECH REPUBLIC	UK	UK
MEDIA / ADVERTISING OFFER IN-HOUSE												
YES, FOR ALL OF OUR OFFERING	●	●	●	●	●		●	●				●
YES, FOR SOME OF OUR OFFERING					●				●	●	●	●
NO												
MEDIA / ADVERTISING VIA A THIRD-PARTY												
YES		●	●	●	●		●		●	●	●	●
NO	●				●	●		●				
AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS	Epsilon, Google, SKAI, Pacvue	Kevel Audience, Kevel Ad Server	Adhese, Segment, Blue Willy Wig	M-Link (Our Self-Service Platform)	Google AdManager, Stream, Adobe Experience Manager, custom build by ourselves, BlueBillyWig	EPSILON Retail Media (Citrus Ad)	Own AdServer	Google Ad Manager (GAM), CitrusAd, Pentaloop, Google Analytic, GCP	CitrusAd, Google Ad Exchange	Adobe, Google	Epsilon, Rokt	
AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS	Meta, Pinterest, Trade Desk, ITV, C4, Sky, LiveRamp, Infosum, Google	Meta, Instagram, Google, Youtube, DV360	Adhese, DPG, Google Infosum, Segment, Xandr, DV360, Meta	Trade Desk, DV360, Adform, Meta, Tiktok	Google DV360, Meta	Technology: EPSILON Retail Media et Liveramp Data Partners: The Trade Desk, DV360, Social Networks (Meta/TikTok / Snapchat/Youtube/Pinterest), Broadcasters (TF1 Pub, M6Publicité, FTV Publicité, RMC BFM Ads), Press (Le Figaro), DPG	TTD, DV360	DV360, The Trade Desk, META, Google Analytic Hub	LiveRamp, The Trade Desk, cmmrcl.ly	technology -Meta Google (Google Ads, DV360, CM360) Sklik, Data partners (audience targeting) AdForm (linked with DV360) Firebase a Google Play Store - linked with Google Ads YouTube - linked with Google Ads We don't have integrations of 3rd party measurement partners e.g. AppsFlyer, nor CRM connectors.	The Trade Desk, DV360, YouTube, Meta, Spotify (Argos only), TikTok (Argos only), Influencers (Argos only), Sky, Virgin Media, C4 Infosum, Pubmatic	LiveRamp
AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS	Barrows, Pixel, JC Decaux	In-Store Media	Gambit	Pixage Koç Sistem, M-Link	LDSK, MyAdBooker	Mediaperformance, Instore Media, JC Decaux, Fill up Media, POS Media	SSP1, Adtrac	VisualArt	SSP1	we dont have any data partners, technology - TV samsung,	Bauer, Broadsign, KMS	N/A



GROCERY

T e ch n o l o g y

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ON-SITE PROPERTIES

	Gamification	Branded recipes	Branded recipes	Incentive Ads	Gamification
DISPLAY ADS	●	●	●	●	●
DISPLAY VIDEO	●	●	●	●	●
SPONSORED PRODUCT OR SEARCH ADS	●	●	●	●	●
BRANDED EXPERIENCES (E.G. BRAND SHOPS)	●	●	●	●	●
SPONSORED DISPLAY ADS	●	●	●	●	●
OTHER (PLEASE SPECIFY)					

OFF-SITE PROPERTIES

	Digital Coupons	Van branding	Delivery van branding, branded content	Digital coupons	Audio, Podcast and Radio
DISPLAY ADS	●	●	●	●	●
SOCIAL ADS	●	●	●	●	●
CTV (BVOD & AVOD)	●	●	●	●	●
DIGITAL VIDEO ADS	●	●	●	●	●
DOOH	●		●	●	●
OTHER (PLEASE SPECIFY)					

IN-STORE DIGITAL PROPERTIES

	Digital Screens	Audio	Connected Shopping	Handscanners	Magazine, Coupons and In-Store Sampling	Digital Screens	Audio	Connected Shopping	Handscanners
DIGITAL SCREENS	●		●	●	●	●	●	●	●
AUDIO	●		●	●	●	●	●	●	●
CONNECTED SHOPPING	●		●	●	●	●	●	●	●
HANDSCANNERS	●		●	●	●	●	●	●	●
OTHER (PLEASE SPECIFY)									

TARGETING OPTIONS

	KEYWORD (FOR SEARCH)	PAGE (FOR CATEGORY)	CUSTOMER DATA	CONTEXTUAL	SKU PRODUCT INFORMATION	LOOKBACK WINDOWS (I.E. PREVIOUSLY VIEWED OR PURCHASED)	PRODUCT RECOMMENDATION	Science-led Predictive Audiences, Shopper brand engagement, Seasonal & events focused, Behavioural, Demographic, Subcategory level targeting, Look-a-like e.g. Meta and Pinterest, Tesco own segmentation (Loyalty, Lifestyle, Tesco Segments)	Behavioural, Navigational, Demographic, Geographic, Own Client focused, Segmentations, Predictive, Look-a-Like	Different audience models ie. propensity to buy, customer segmentation etc	Science-Led Predictive Audiences, Custom Audiences, Geo-Targeting, Distribution Targeting, Weather Targeting, Transaction-based Targeting	Science Led Predictive Audiences, Custom Audiences, Geo-Targeting, Distribution Targeting, Weather Targeting, Transaction-based Targeting	1PD informed via Co-op Compass
OTHER (PLEASE SPECIFY)													



GROCERY

The **an** **m** **J** **UN** **SM** **ICA** **RMC** **a** **N** **C**

MEASUREMENT OPTIONS

Legend: A dot in a cell indicates the metric is present in that period.

Category	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	Period 7	Period 8	Period 9	Period 10	Period 11	Period 12
MEDIA METRICS: AD IMPRESSION	●	●	●	●	●	●	●	●	●	●	●	●
MEDIA METRICS: CLICK-THROUGH	●	●	●	●	●	●	●	●	●	●	●	●
MEDIA METRICS: VIEWABILITY		●	●	●	●	●	●	●	●			
MEDIA METRICS: VIDEO COMPLETION RATE	●	●	●	●	●	●	●	●	●			
MEDIA METRICS: SIVT	●		●									
SALES METRICS: SAME SKU ROAS	●	●	●	●	●	●	●	●	●	●		●
SALES METRICS: HALO ROAS	●	●	●	●	●	●	●	●	●			
SALES METRICS: CLICK BASED ROAS	●	●	●	●	●	●	●	●	●	●		
SALES METRICS: VIEW BASED ROAS	●	●	●	●	●	●	●	●	●	●		
SALES METRICS: IAB EUROPE STANDARD LOOKBACK	●		●	●	●	●	●	●	●	●		
30 DAY LOOKBACK WINDOW	●		●	●	●	●	●	●	●	●		
SALES METRICS: FLEXIBLE LOOKBACK WINDOW	●		●	●	●	●	●	●	●	●		
SALES METRICS: SALES EXTRAPOLATION	●		●									
MEDIA INSIGHTS: CLICKS SOV		●		●	●	●	●	●	●			●
MEDIA INSIGHTS: IMPRESSIONS SOV	●		●		●		●		●			
CUSTOMER INSIGHTS:												
NEW TO BRAND/REPEAT SHOPPERS	●	●	●	●	●	●	●	●	●	●		●
CUSTOMER INSIGHTS:												
NEW TO CATEGORY/REPEAT SHOPPERS	●		●	●	●	●	●	●	●			
BRAND METRICS: BRAND RECOGNITION	●			●			●	●	●	●		●
BRAND METRICS: AD RECALL	●			●	●	●	●	●	●	●		●
SALES INSIGHTS: SALES LIFT	●			●	●	●	●	●	●	●		
SALES INSIGHTS: OMNICHANNEL REPORTING	●		●	●	●	●	●	●	●	●		
MMM MODELLING												
INCREMENTALITY:												
RANDOMISED CONTROLLED TRIALS (RCTS)	●		●				●	●	●	●		●
INCREMENTALITY: MATCH-MARKET TESTING	●					●	●	●	●	●		●
INCREMENTALITY:												
MACHINE LEARNING COUNTERFACTUAL MODELS							●					●
INCREMENTALITY: SYNTHETIC CONTROL METHOD				●			●					●
INCREMENTALITY: SHADOW-MODE TESTING			●				●					●
INCREMENTALITY: GHOST ADS							●					●
OTHER (PLEASE SPECIFY)												
Sales Metrics: CLTV												
Incrementality: Retrospective controls												
SALES REPORTING												
NET SALES												●
GROSS SALES	●		●	●	●	●	●	●	●	●	●	●
OTHER (PLEASE SPECIFY)												
Net and Gross												



QUICK-COM & DELIVERY SERVICES

MARKET(S) ACTIVE IN	J	?	d	LS	W
Global European countries plus others					Global European countries plus others
MEDIA / ADVERTISING OFFER IN-HOUSE					
YES, FOR ALL OF OUR OFFERING					
YES, FOR SOME OF OUR OFFERING	●	●	●	●	●
NO					
MEDIA / ADVERTISING VIA A THIRD-PARTY					
YES	●	●		●	●
NO					
AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS	Owned Technology, TopSort, ROKT & Sovendus	Owned technology (Delivery Hero)	In house, Criteo, Rokt, Google Ads Manager	Criteo, Algolia	In house, AppsFlyer, Koddi
AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS		Zeotap, Happydemics, DV360 and Meta	Epsilon, Criteo - Commerce Grid	Liveramp	Symbiosis, StackAdapt, Trade Desk, DV360, Magnite
AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS				Bauer, Scratch	
ON-SITE PROPERTIES					
DISPLAY ADS	●	●	●	●	●
DISPLAY VIDEO			●	●	●
SPONSORED PRODUCT OR SEARCH ADS	●	●	●	●	●
BRANDED EXPERIENCES (E.G. BRAND SHOPS)	●	●	●	●	●
SPONSORED DISPLAY ADS	●	●	●		●
NONE					
OTHER (PLEASE SPECIFY)					



QUICK-COM & DELIVERY SERVICES

J

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d

LS

W

OFF-SITE PROPERTIES

- DISPLAY ADS
- SOCIAL ADS
- CTV (BVOD & AVOD)
- DIGITAL VIDEO ADS
- DOOH
- OTHER (PLEASE SPECIFY)



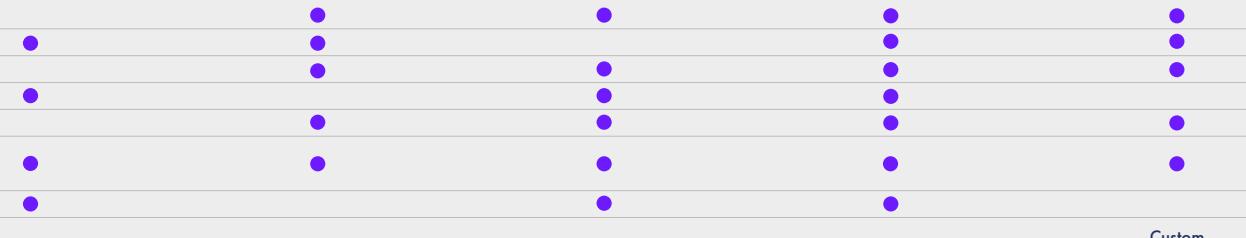
IN-STORE DIGITAL PROPERTIES

- DIGITAL SCREENS
- AUDIO
- CONNECTED SHOPPING
- HANDSCANNERS
- OTHER (PLEASE SPECIFY)



TARGETING OPTIONS

- KEYWORD (FOR SEARCH)
- PAGE (FOR CATEGORY)
- CUSTOMER DATA (ATTACHED TO LOYALTY SCHEMES)
- CONTEXTUAL
- SKU PRODUCT INFORMATION
- LOOKBACK WINDOWS
(I.E. PREVIOUSLY VIEWED OR PURCHASED)
- PRODUCT RECOMMENDATION
- OTHER (PLEASE SPECIFY)





QUICK-COM & DELIVERY SERVICES

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MEASUREMENT OPTIONS

MEDIA METRICS: AD IMPRESSION

MEDIA METRICS: CLICK-THROUGH

MEDIA METRICS: VIEWABILITY

MEDIA METRICS: VIDEO COMPLETION RATE

MEDIA METRICS: SIVT

SALES METRICS: SAME SKU ROAS

SALES METRICS: HALO ROAS

SALES METRICS: CLICK BASED ROAS

SALES METRICS: VIEW BASED ROAS

SALES METRICS: IAB EUROPE STANDARD LOOKBACK 30 DAY LOOKBACK WINDOW

SALES METRICS: FLEXIBLE LOOKBACK WINDOW

SALES METRICS: SALES EXTRAPOLATION

MEDIA INSIGHTS: CLICKS SOV

MEDIA INSIGHTS: IMPRESSIONS SOV

CUSTOMER INSIGHTS: NEW TO BRAND/REPEAT SHOPPERS

CUSTOMER INSIGHTS: NEW TO CATEGORY/REPEAT SHOPPERS

BRAND METRICS: BRAND RECOGNITION

BRAND METRICS: AD RECALL

SALES INSIGHTS: SALES LIFT

SALES INSIGHTS: OMNICHANNEL REPORTING

MMM MODELLING

INCREMENTALITY: RANDOMISED CONTROLLED TRIALS (RCTS)

INCREMENTALITY: MATCH-MARKET TESTING

INCREMENTALITY: MACHINE LEARNING COUNTERFACTUAL MODELS

INCREMENTALITY: SYNTHETIC CONTROL METHOD

INCREMENTALITY: SHADOW-MODE TESTING

INCREMENTALITY: GHOST ADS

OTHER (PLEASE SPECIFY)

SALES REPORTING

NET SALES

GROSS SALES

OTHER (PLEASE SPECIFY)



BEAUTY & FASHION

Z

a

b

D

MARKET(S) ACTIVE IN

Europe, Austria, Belgium, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Latvia, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, UK, Estonia, Lithuania

Europe, USA

UK

Austria, Belgium, France, Germany, Italy, Netherlands, Poland, Spain, Switzerland

MEDIA / ADVERTISING OFFER IN-HOUSE

YES, FOR ALL OF OUR OFFERING



YES, FOR SOME OF OUR OFFERING



NO

MEDIA / ADVERTISING VIA A THIRD-PARTY

YES



NO



Google (Display Ads), Criteo (Sponsored Ads), Braze (CRM)

Criteo (website), Airship (app)

Criteo RMP

AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS

Google/Youtube, Meta, Tiktok, Snapchat, Pinterest

Liveramp, InfoSum, Channel 4, ITV, Meta, Pinterest, TTD

The Trade Desk, cmmrc.ly, Criteo

AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS

ImageSound (audio for instore), Pixel (screens)

Broadsign Direct

ON-SITE PROPERTIES

DISPLAY ADS



DISPLAY VIDEO ADS



SPONSORED PRODUCT OR SEARCH ADS



BRANDED EXPERIENCES (E.G. BRAND SHOPS)



SPONSORED DISPLAY ADS



OTHER (PLEASE SPECIFY)

Video - Catalogue Spotlight and Split Teaser, Product Testing Products



BEAUTY & FASHION

z

a

b

D

OFF-SITE PROPERTIES

DISPLAY ADS



SOCIAL ADS



CTV (BVOD & AVOD)



DIGITAL VIDEO ADS



DOOH



OTHER (PLEASE SPECIFY)



IN-STORE DIGITAL PROPERTIES

DIGITAL SCREENS



AUDIO



CONNECTED SHOPPING

HANDSCANNERS

OTHER (PLEASE SPECIFY)

Digital Screens (window screens
and cash deck screens)

TARGETING OPTIONS

KEYWORD (FOR SEARCH)



PAGE (FOR CATEGORY)



CUSTOMER DATA (ATTACHED TO LOYALTY SCHEMES)



CONTEXTUAL



SKU PRODUCT INFORMATION



LOOKBACK WINDOWS



(I.E. PREVIOUSLY VIEWED OR PURCHASED)



PRODUCT RECOMMENDATION



OTHER (PLEASE SPECIFY)

Brand affinity targeting, behavioral
(viewed PDP, A2W, A2C, Purchase,
follow, based on brand, brand code, affinity
(including price range, sustainability, value
segments, cross-proposition purchasing),
Demographic & geographic



BEAUTY & FASHION

z

a

b

D

MEASUREMENT OPTIONS

MEDIA METRICS: AD IMPRESSION



MEDIA METRICS: CLICK-THROUGH



MEDIA METRICS: VIEWABILITY



MEDIA METRICS: VIDEO COMPLETION RATE



MEDIA METRICS: SIVT

SALES METRICS: SAME SKU ROAS



SALES METRICS: HALO ROAS



SALES METRICS: CLICK BASED ROAS



SALES METRICS: VIEW BASED ROAS



SALES METRICS: IAB EUROPE STANDARD LOOKBACK 30 DAY LOOKBACK WINDOW



SALES METRICS: FLEXIBLE LOOKBACK WINDOW

SALES METRICS: SALES EXTRAPOLATION

MEDIA INSIGHTS: CLICKS SOV



MEDIA INSIGHTS: IMPRESSIONS SOV



CUSTOMER INSIGHTS: NEW TO BRAND/REPEAT SHOPPERS



CUSTOMER INSIGHTS: NEW TO CATEGORY/REPEAT SHOPPERS



BRAND METRICS: BRAND RECOGNITION

BRAND METRICS: AD RECALL

SALES INSIGHTS: SALES LIFT



SALES INSIGHTS: OMNICHANNEL REPORTING



MMM MODELLING

INCREMENTALITY: RANDOMISED CONTROLLED TRIALS (RCTS)

INCREMENTALITY: MATCH-MARKET TESTING

INCREMENTALITY: MACHINE LEARNING COUNTERFACTUAL MODELS

INCREMENTALITY: SYNTHETIC CONTROL METHOD

INCREMENTALITY: SHADOW-MODE TESTING

INCREMENTALITY: GHOST ADS



OTHER (PLEASE SPECIFY)

SALES REPORTING

NET SALES

GROSS SALES



OTHER (PLEASE SPECIFY)



MARKETPLACE & MULTI-CAT

V**O****b****o**

MARKET(S) ACTIVE IN

UK

Austria, Czech Republic
Germany, Hungary
Italy, Poland, Slovakia
Slovenia, Switzerland

Belgium
Netherlands

Germany

MEDIA / ADVERTISING OFFER IN-HOUSE

YES, FOR ALL OF OUR OFFERING



YES, FOR SOME OF OUR OFFERING

NO

MEDIA / ADVERTISING VIA A THIRD-PARTY

YES



NO

AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS

Criteo, Constructor

Topsort

Google Admanager,
DV360, Kevel, High Touch

Zeotap, Google,
Index Exchange, Amazon
TAM, Magnite, Criteo

AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS

Google, YouTube,
TikTok, Meta,
Pinterest, Movable
Ink, Awin

AdAlliance/RTL,
Decentriq, Google,
Meta

DV360,
Infosum

Zeotap

AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS

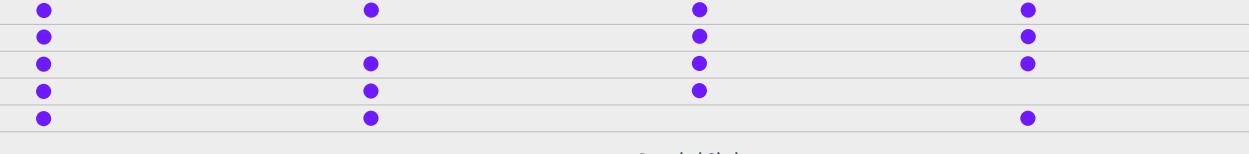
SSP1

**v****o****b**

MARKETPLACE & MULTI-CAT

ON-SITE PROPERTIES

- DISPLAY ADS
- DISPLAY VIDEO ADS
- SPONSORED PRODUCT OR SEARCH ADS
- BRANDED EXPERIENCES (E.G. BRAND SHOPS)
- SPONSORED DISPLAY ADS
- OTHER (PLEASE SPECIFY)



OFF-SITE PROPERTIES

- DISPLAY ADS
- SOCIAL ADS
- CTV (BVOD & AVOD)
- DISPLAY VIDEO ADS
- DOOH
- OTHER (PLEASE SPECIFY)

Experiential Events,
Influencer, PrintInfluencer
Cooperations

IN-STORE PROPERTIES

- DIGITAL SCREENS
- AUDIO
- CONNECTED SHOPPING
- HANDSCANNERS
- OTHER (PLEASE SPECIFY)



TARGETING OPTIONS

- KEYWORD (FOR SEARCH)
- PAGE (FOR CATEGORY)
- CUSTOMER DATA (ATTACHED TO LOYALTY SCHEMES)
- CONTEXTUAL
- SKU PRODUCT INFORMATION
- LOOKBACK WINDOWS
(I.E. PREVIOUSLY VIEWED OR PURCHASED)
- PRODUCT RECOMMENDATION
- OTHER (PLEASE SPECIFY)



**v****o****b**

MARKETPLACE & MULTI-CAT

MEASUREMENT OPTIONS

MEDIA METRICS: AD IMPRESSION

MEDIA METRICS: CLICK-THROUGH

MEDIA METRICS: VIEWABILITY

MEDIA METRICS: VIDEO COMPLETION RATE

MEDIA METRICS: SIVT

SALES METRICS: SAME SKU ROAS

SALES METRICS: HALO ROAS

SALES METRICS: CLICK BASED ROAS

SALES METRICS: VIEW BASED ROAS

SALES METRICS: IAB EUROPE STANDARD LOOKBACK 30 DAY LOOKBACK WINDOW

SALES METRICS: FLEXIBLE LOOKBACK WINDOW

SALES METRICS: SALES EXTRAPOLATION

MEDIA INSIGHTS: CLICKS SOV

MEDIA INSIGHTS: IMPRESSIONS SOV

CUSTOMER INSIGHTS: NEW TO BRAND/REPEAT SHOPPERS

CUSTOMER INSIGHTS: NEW TO CATEGORY/REPEAT SHOPPERS

BRAND METRICS: BRAND RECOGNITION

BRAND METRICS: AD RECALL

SALES INSIGHTS: SALES LIFT

SALES INSIGHTS: OMNICHANNEL REPORTING

MMM MODELLING

INCREMENTALITY: RANDOMISED CONTROLLED TRIALS (RCTS)

INCREMENTALITY: MATCH-MARKET TESTING

INCREMENTALITY: MACHINE LEARNING COUNTERFACTUAL MODELS

INCREMENTALITY: SYNTHETIC CONTROL METHOD

INCREMENTALITY: SHADOW-MODE TESTING

INCREMENTALITY: GHOST ADS

OTHER (PLEASE SPECIFY)

SALES REPORTING

NET SALES

GROSS SALES

OTHER (PLEASE SPECIFY)



TRAVEL

B.

MARKET(S) ACTIVE IN

Global - European
countries plus others

MEDIA / ADVERTISING OFFER IN-HOUSE

- YES, FOR ALL OF OUR OFFERING
- YES, FOR SOME OF OUR OFFERING
- NO

●

MEDIA / ADVERTISING VIA A THIRD-PARTY

- YES
- NO

●

AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS

Google Ad Manager and all
corresponding data sources, Koddi

AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS

Criteo & Trade Desk including corresponding
data sources available into these platforms

AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS



TRAVEL

B.

ON-SITE PROPERTIES

- DISPLAY ADS
- DISPLAY VIDEO ADS
- SPONSORED PRODUCT OR SEARCH ADS
- BRANDED EXPERIENCES (E.G. BRAND SHOPS)
- SPONSORED DISPLAY ADS
- OTHER (PLEASE SPECIFY)

Articles

OFF-SITE PROPERTIES

- DISPLAY ADS
- SOCIAL ADS
- CTV (BVOD & AVOD)
- DISPLAY VIDEO ADS
- DOOH
- OTHER (PLEASE SPECIFY)

IN-STORE PROPERTIES

- DIGITAL SCREENS
- AUDIO
- CONNECTED SHOPPING
- HANDSCANNERS
- OTHER (PLEASE SPECIFY)

TARGETING OPTIONS

- KEYWORD (FOR SEARCH)
- PAGE (FOR CATEGORY)
- CUSTOMER DATA (ATTACHED TO LOYALTY SCHEMES)
- CONTEXTUAL
- SKU PRODUCT INFORMATION
- LOOKBACK WINDOWS
(I.E. PREVIOUSLY VIEWED OR PURCHASED)
- PRODUCT RECOMMENDATION
- OTHER (PLEASE SPECIFY)



TRAVEL

B.

MEASUREMENT OPTIONS

MEDIA METRICS: AD IMPRESSION



MEDIA METRICS: CLICK-THROUGH



MEDIA METRICS: VIEWABILITY



MEDIA METRICS: VIDEO COMPLETION RATE

MEDIA METRICS: SIVT

SALES METRICS: SAME SKU ROAS



SALES METRICS: HALO ROAS

SALES METRICS: CLICK BASED ROAS



SALES METRICS: VIEW BASED ROAS



SALES METRICS: IAB EUROPE STANDARD LOOKBACK 30 DAY LOOKBACK WINDOW



SALES METRICS: FLEXIBLE LOOKBACK WINDOW



SALES METRICS: SALES EXTRAPOLATION



MEDIA INSIGHTS: CLICKS SOV

MEDIA INSIGHTS: IMPRESSIONS SOV



CUSTOMER INSIGHTS: NEW TO BRAND/REPEAT SHOPPERS

CUSTOMER INSIGHTS: NEW TO CATEGORY/REPEAT SHOPPERS

BRAND METRICS: BRAND RECOGNITION

BRAND METRICS: AD RECALL

SALES INSIGHTS: SALES LIFT

SALES INSIGHTS: OMNICHANNEL REPORTING

MMM MODELLING

INCREMENTALITY: RANDOMISED CONTROLLED TRIALS (RCTS)

INCREMENTALITY: MATCH-MARKET TESTING

INCREMENTALITY: MACHINE LEARNING COUNTERFACTUAL MODELS

INCREMENTALITY: SYNTHETIC CONTROL METHOD

INCREMENTALITY: SHADOW-MODE TESTING

INCREMENTALITY: GHOST ADS

OTHER (PLEASE SPECIFY)

SALES REPORTING

NET SALES



GROSS SALES

OTHER (PLEASE SPECIFY)



CONSUMER ELECTRONICS

MARKET(S) ACTIVE IN

Austria, Belgium, Germany, Hungary, Italy, Netherlands,
Poland, Spain, Switzerland, Turkey

MEDIA / ADVERTISING OFFER IN-HOUSE

YES, FOR ALL OF OUR OFFERING

YES, FOR SOME OF OUR OFFERING

NO



MEDIA / ADVERTISING VIA A THIRD-PARTY

YES



NO

AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS

Criteo, Google

AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS

Google, Meta, Epsilon, TheTradeDesk, Pinterest,
TikTok, Snapchat, Spotify, IAS

AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS

xplace, Storecast, OneTechGroup,
ScreenNetwork, MCube



CONSUMER ELECTRONICS

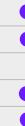
ON-SITE PROPERTIES

- DISPLAY ADS
- DISPLAY VIDEO ADS
- SPONSORED PRODUCT OR SEARCH ADS
- BRANDED EXPERIENCES (E.G. BRAND SHOPS)
- SPONSORED DISPLAY ADS
- OTHER (PLEASE SPECIFY)



OFF-SITE PROPERTIES

- DISPLAY ADS
- SOCIAL ADS
- CTV (BVOD & AVOD)
- DIGITAL VIDEO ADS
- DOOH
- OTHER (PLEASE SPECIFY)



Google PMax, Shopping, Drive-to-Store, SEO, Digital Audio

IN-STORE PROPERTIES

- DIGITAL SCREENS
- AUDIO
- CONNECTED SHOPPING
- HANDSCANNERS
- OTHER (PLEASE SPECIFY)



TARGETING OPTIONS

- KEYWORD (FOR SEARCH)
- PAGE (FOR CATEGORY)
- CUSTOMER DATA (ATTACHED TO LOYALTY SCHEMES)
- CONTEXTUAL
- SKU PRODUCT INFORMATION
- LOOKBACK WINDOWS
(I.E. PREVIOUSLY VIEWED OR PURCHASED)
- PRODUCT RECOMMENDATION
- OTHER (PLEASE SPECIFY)





CONSUMER ELECTRONICS

MEASUREMENT OPTIONS

MEDIA METRICS: AD IMPRESSION



MEDIA METRICS: CLICK-THROUGH



MEDIA METRICS: VIEWABILITY

MEDIA METRICS: VIDEO COMPLETION RATE

MEDIA METRICS: SIVT

SALES METRICS: SAME SKU ROAS



SALES METRICS: HALO ROAS



SALES METRICS: CLICK BASED ROAS



SALES METRICS: VIEW BASED ROAS



SALES METRICS: IAB EUROPE STANDARD LOOKBACK 30 DAY LOOKBACK WINDOW



SALES METRICS: FLEXIBLE LOOKBACK WINDOW

SALES METRICS: SALES EXTRAPOLATION

MEDIA INSIGHTS: CLICKS SOV



MEDIA INSIGHTS: IMPRESSIONS SOV



CUSTOMER INSIGHTS: NEW TO BRAND/REPEAT SHOPPERS

CUSTOMER INSIGHTS: NEW TO CATEGORY/REPEAT SHOPPERS

BRAND METRICS: BRAND RECOGNITION

BRAND METRICS: AD RECALL

SALES INSIGHTS: SALES LIFT

SALES INSIGHTS: OMNICHANNEL REPORTING

MMM MODELLING

INCREMENTALITY: RANDOMISED CONTROLLED TRIALS (RCTS)

INCREMENTALITY: MATCH-MARKET TESTING

INCREMENTALITY: MACHINE LEARNING COUNTERFACTUAL MODELS

INCREMENTALITY: SYNTHETIC CONTROL METHOD

INCREMENTALITY: SHADOW-MODE TESTING

INCREMENTALITY: GHOST ADS

OTHER (PLEASE SPECIFY)

SALES REPORTING

NET SALES



GROSS SALES



OTHER (PLEASE SPECIFY)



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