

# IAB EUROPE RETAILER DIGITAL ADVERTISING CAPABILITY MAP

January 2026



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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-Claire Puffett on [puffett@iab europe.eu](mailto:puffett@iab europe.eu)

# THANK YOU TO THE FOLLOWING COMPANIES FOR PARTICIPATING IN THIS INITIATIVE

## KEY

**a**  
ALBERT ČESKÁ  
REPUBLIKA

**ah**  
ALBERT HEIJN RETAIL MEDIA SERVICES

**a**  
ASOS MEDIA GROUP

**b**  
BOL.COM

**B.**  
BOOKING.COM

**b**  
BOOTS MEDIA GROUP

**c**  
CO-OP MEDIA NETWORK

**d**  
DELIVEROO

**D**  
DOUGLAS MARKETING SOLUTIONS

**e**  
ENDLESS RETAIL MEDIA  
SOLUTIONS

**g**  
GLOVO

**ICA**  
ICA RETAIL MEDIA

**J**  
JUMBO RETAIL MEDIA

**J**  
JUST EAT TAKEAWAY.COM

**ka**  
KLEINANZEIGEN

**LS**  
LS ELEVEN MEDIA SERVICES

**M**  
MEDIAMARKTSATURN

**m**  
MIGROS - MIMEDIA

**N**  
NECTAR 360

**O**  
OBI FIRST MEDIA GROUP

**RMC**  
REWE GROUP RETAIL  
MEDIA CONNECT (REWE,  
PENNY, ZOOROYAL)

**SM**  
SCHWARZ MEDIA NETWORK

**T**  
TESCO MEDIA & INSIGHT PLATFORM

**U**  
UNLIMITAIL

**V**  
VERY MEDIA GROUP

**W**  
WOLT ADS

**Z**  
ZALANDO PARTNER MARKETING SERVICES

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
<b>MEDIA / ADVERTISING OFFER IN-HOUSE</b>												
YES, FOR ALL OF OUR OFFERING	●	●	●	●	●		●	●				●
YES, FOR SOME OF OUR OFFERING						●			●	●	●	
NO												
<b>MEDIA / ADVERTISING VIA A THIRD-PARTY</b>												
YES		●	●	●			●		●	●	●	●
NO	●				●	●		●				
<b>AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS</b>	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, Pentaleap, Google Analytic, GCP	CitrusAd, Google Ad Exchange	Adobe, Google	Epsilon, Rokt	
<b>AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS</b>	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, Da- ta partners (au- dience 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 measure- ment 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
<b>AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS</b>	Barrows, Pixel, JC Decaux	In-Store Media	Gambit	Pixage Koç Sistem, M-Link	LDSK, MyAdBooker	Mediaperfor- mance, 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

## ON-SITE PROPERTIES

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

## OFF-SITE PROPERTIES

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

## IN-STORE DIGITAL PROPERTIES

DIGITAL SCREENS	●	●	●	●	●	●	●	●	●	●	●	●
AUDIO	●		●	●	●	●			●	●	●	●
CONNECTED SHOPPING	●	●	●			●			●		●	
HANDSCANNERS	●	●	●		●	●					●	
OTHER (PLEASE SPECIFY)		Magazine, Coupons and In-Store Sampling										

## TARGETING OPTIONS

KEYWORD (FOR SEARCH)	●	●	●	●	●	●		●	●		●	●
PAGE (FOR CATEGORY)	●	●	●	●	●	●	●	●	●	●	●	
CUSTOMER DATA	●	●	●	●	●	●	●	●	●	●	●	
CONTEXTUAL	●	●	●	●	●	●	●	●	●		●	
SKU PRODUCT INFORMATION	●	●	●	●	●	●	●	●	●		●	
LOOKBACK WINDOWS (I.E. PREVIOUSLY VIEWED OR PURCHASED)	●	●	●	●	●	●	●	●	●		●	
PRODUCT RECOMMENDATION			●			●					●	

OTHER (PLEASE SPECIFY)	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 Segmentations, Predictive, Look-a-Like	Geo-targeting					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
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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 Metrics: CLTV Incrementality: Retrospective controls												

#### SALES REPORTING

NET SALES	•	•	•	•	•	•	•	•	•	•	•	•
GROSS SALES	•	•	•	•	•	•	•	•	•	•	•	•
OTHER (PLEASE SPECIFY)	•	•	•	•	•	•	•	•	•	•	•	•
Net and Gross												



## QUICK-COM & DELIVERY SERVICES

J

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d

LS

W

### MARKET(S) ACTIVE IN

Global  
European countries  
plus others

Global  
European countries  
plus others

MENA, Belgium  
France, Italy, UK

UK

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

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### 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 Vending Machines, Hologram, ATMs

### 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)					Custom Audiences



## 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	●	●		
AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS		Google (Display Ads), Criteo (Sponsored Ads), Braze (CRM)	Criteo (website), Airship (app)	Criteo RMP
AD TECHNOLOGY AND DATA PARTNERS FOR OFF-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: SIPT				
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

bb

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		



## MARKETPLACE & MULTI-CAT

V

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b

bb

### 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)			Branded Shelves	

### OFF-SITE PROPERTIES

DISPLAY ADS	●	●	●	
SOCIAL ADS	●	●	●	
CTV (BVOD & AVOD)	●	●		●
DISPLAY VIDEO ADS	●	●	●	
DOOH	●			
OTHER (PLEASE SPECIFY)	Experiential Events, Influencer, Print	Influencer 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)				



## MARKETPLACE & MULTI-CAT

V

O

b

bb

### 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	<input checked="" type="checkbox"/>
DISPLAY VIDEO ADS	<input checked="" type="checkbox"/>
SPONSORED PRODUCT OR SEARCH ADS	<input checked="" type="checkbox"/>
BRANDED EXPERIENCES (E.G. BRAND SHOPS)	<input checked="" type="checkbox"/>
SPONSORED DISPLAY ADS	<input checked="" type="checkbox"/>
OTHER (PLEASE SPECIFY)	

### OFF-SITE PROPERTIES

DISPLAY ADS	<input checked="" type="checkbox"/>
SOCIAL ADS	<input checked="" type="checkbox"/>
CTV (BVOD & AVOD)	
DIGITAL VIDEO ADS	<input checked="" type="checkbox"/>
DOOH	<input checked="" type="checkbox"/>
OTHER (PLEASE SPECIFY)	Google PMax, Shopping, Drive-to-Store, SEO, Digital Audio

### IN-STORE PROPERTIES

DIGITAL SCREENS	<input checked="" type="checkbox"/>
AUDIO	<input checked="" type="checkbox"/>
CONNECTED SHOPPING	
HANDSCANNERS	
OTHER (PLEASE SPECIFY)	

### TARGETING OPTIONS

KEYWORD (FOR SEARCH)	<input checked="" type="checkbox"/>
PAGE (FOR CATEGORY)	<input checked="" type="checkbox"/>
CUSTOMER DATA (ATTACHED TO LOYALTY SCHEMES)	<input checked="" type="checkbox"/>
CONTEXTUAL	<input checked="" type="checkbox"/>
SKU PRODUCT INFORMATION	<input checked="" type="checkbox"/>
LOOKBACK WINDOWS	
(I.E. PREVIOUSLY VIEWED OR PURCHASED)	<input checked="" type="checkbox"/>
PRODUCT RECOMMENDATION	
OTHER (PLEASE SPECIFY)	



## CONSUMER ELECTRONICS



### MEASUREMENT OPTIONS

MEDIA METRICS: AD IMPRESSION



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INCREMENTALITY: GHOST ADS

OTHER (PLEASE SPECIFY)

### SALES REPORTING

NET SALES



GROSS SALES




OTHER (PLEASE SPECIFY)




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