

# IAB EUROPE RETAILER DIGITAL ADVERTISING CAPABILITY MAP

April 2025



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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 OFTEN IS IT UPDATED?

The Map is updated twice a year. The next update is due in Q2 2025.

## HOW CAN MY BUSINESS BE INCLUDED?

If you are a retailer or retail 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

**C**

CO-OP MEDIA NETWORK

**T**

TESCO MEDIA & INSIGHT PLATFORM

**e**

ENDLESS RETAIL MEDIA  
SOLUTIONS

**UN**

UNLIMITAIL

**N**

NECTAR 360

**RG**

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

**J**

JUMBO RETAIL MEDIA

**αn**

ALBERT HEIJN RETAIL MEDIA SERVICES

**SM**

SCHWARZ MEDIA NETWORK

**LS**

LS ELEVEN MEDIA SERVICES

**m**

MIGROS - MIMEDIA

**PM**

PRECISION MEDIA

**E**

ELEVATE

**T**

TESCO MEDIA IRELAND

**d**

DELIVEROO

**J**

JUST EAT TAKEAWAY.COM

**U**

UBER ADVERTISING

**W**

WOLT ADS

**D**

DOUGLAS MARKETING SOLUTIONS

**b**

BOOTS MEDIA GROUP

**Z**

ZALANDO PARTNER MARKETING SERVICES

**a**

ASOS MEDIA GROUP

**b**

BOL.COM

**V**

VERY MEDIA GROUP

**M**

MEDIAMARKTSATURN



## GROCERY

C T e UN RG J an SM LS M PM E T

MARKET(S) ACTIVE IN	UK	UK	PORTUGAL	GLOBAL EUROPEAN COUNTRIES PLUS OTHERS	UK	GERMANY	NETHERLANDS	NETHERLANDS	EUROPE	UK	TURKEY	MENA	IRELAND	IRELAND
<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>	Salesforce Marketing Cloud, Playable, PPS, PlanApps	Google, Epsilon	Kevel	EPSILON Retail media (CitrusAd)	Epsilon, Rokt	CitrusAd, Google Ad Exchange	Google Ad Manager, Stream, Blue Willy Wig	Adhese Segment Blue Willy Wig	PromoteIQ Own AdServer	Criteo, Scoota	mLink (Mimeda's own advertising technology)	Criteo	Google Analytics	Epsilon - (citrus ads) Google ad manager
<b>AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS</b>	LiveRamp, Meta, Pinterest, TikTok, Ad Square, Trade Desk for Compass, PlanApps	Liveramp, Infosum, Google, Meta, Pinterest, TTD, ITV, C4, Sky	Kevel, Meta, Google	Technology: EPSILON Retail Media, Liveramp Data Partners: The Trade Desk, DV360, Xandr, Social Networks (Meta/ TikTok / Snapchat/ Youtube/ Pinterest) Broadcasters (TF1 Pub, M6Publicité, FTV Publicité, RMC BFM Ads), Press (Le Figaro)	The Trade Desk, DV360, YouTube, Meta, Spotify (Argos only), TikTok (Argos only), Influencers (Argos only), Sky, Virgin Media, C4 Infosum	The Trade Desk, cmmrcl.ly	DV360, Meta	Adhese Infosum Segment Xandr DV360	The Trade Desk DV360	Live Ramp Meta The Trade Desk	Mlink Adform Google Ads Meta Tiktok The Trade Desk DV360	TTD, LiveRamp, Meta, TikTok		N/A
<b>AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS</b>	GrassFish for in-store digital screens, ImageSound for Radio	Barrows, Pixel, JCDecaux	in-Store Media	Media performance, Instore Media, JC Decaux, Fill up Media, Shelf Service, POS Media, Dunnhumby	Clear Channel, Connected CMS (Provider TBA)	SSP1	LDSK, First Impression, MyAdBooker, Stream, CSST, Fastlane	Adhese	Adtrac EaseScreen Grassfish	Skratch Clear Channel UK ImageSound	Mlink (Mimeda's own advertising technology) Pixage	Advertima, Grassfish	Quividi	Focal media, scala



## GROCERY

C T e U N RG J n SM LS M PM E T

### ON-SITE PROPERTIES

DISPLAY	•	•	•	•	•	•	•	•	•	•	•	•	•
DISPLAY VIDEO			•	•		•	•	•		•		•	
SPONSORED PRODUCT OR SEARCH ADS	•	•	•	•	•	•	•	•	•	•	•	•	•
TENANCIES / TAKEOVER			•		•								
BRANDED EXPERIENCES (E.G. BRAND SHOPS)	•	•	•	•	•	•	•	•	•	•		•	•
NATIVE ADS		•	•		•	•	•	•	•	•	•		•
OTHER (PLEASE SPECIFY)		Sampling, coupons	Coupons, newsletters, Gamifications		Sampling, Coupons		branded recipes, loyalty offers	Branded recipes				Sampling & gamification	

### OFF-SITE PROPERTIES

SOCIAL	•	•	•	•	•	•	•	•	•	•	•	•	•
SEARCH											•		
DISPLAY	•	•	•	•	•	•	•	•	•	•	•	•	
DOOH		•		•	•	•			•	•	•	•	•
CTV (BVOD & AVOD)		•		•	•	•			•	•	•		
DISPLAY VIDEO		•	•	•	•	•	•	•	•	•	•		
OTHER (PLEASE SPECIFY)					Audio (Spotify Podcasts)								

### IN-STORE DIGITAL PROPERTIES

DIGITAL SCREENS	•	•	•	•	•	•	•	•	•	•	•	•	•
PRINTED / STATIC		•	•		•	•				•	•	•	
AUDIO	•	•		•	•	•	•	•		•	•	•	
CONNECTED SHOPPING		•		•	•	•	•	•					
EXPERIENTIAL		•				•		•				•	
OTHER (PLEASE SPECIFY)					Delivery van branding					Shelf Robot			

### TARGETING OPTIONS

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

OTHER (PLEASE SPECIFY)	1PD informed via Co-op Compass	Audiences, Custom Audiences, Geo-Targeting, Transaction based-targeting	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						Geo Targeting, Store Segmentation, Weather Targeting, Life Style / Life Stage Targeting, Propensity	Targeting from total MAF 1st party data		
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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 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)														

Conversion Rate,  
Customer Lift, Quantity  
Lift, Market Share  
Change, iROAS,  
Branded Search



## QUICK-COM & DELIVERY SERVICES

d

J

u

w

### MARKET(S) ACTIVE IN

Global  
European countries  
plus others

Global  
European countries  
plus others

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

Criteo  
Rokt  
In-house

Braze, Rokt,  
TopSort, In-House

Criteo, DV360,  
Rokt, In House

In-house

### AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS

Epsilon  
Criteo

TopSort

Symbiosis

### AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS

Broadsign  
Quividi

### ON-SITE PROPERTIES

DISPLAY ADS

DISPLAY VIDEO

SPONSORED PRODUCT OR SEARCH ADS

TENANCIES / TAKEOVER

BRANDED EXPERIENCES (E.G. BRAND SHOPS)

NATIVE ADS

OTHER (PLEASE SPECIFY)





## QUICK-COM & DELIVERY SERVICES

d

J

u

w

### OFF-SITE PROPERTIES

SOCIAL	•		•	•
SEARCH				
DISPLAY				•
DOOH				
CTV (BVOD & AVOD)				
DISPLAY VIDEO				•
OTHER (PLEASE SPECIFY)				

### IN-STORE DIGITAL PROPERTIES

DIGITAL SCREENS		•		
PRINTED / STATIC				
AUDIO				
CONNECTED SHOPPING				
EXPERIENTIAL				
OTHER (PLEASE SPECIFY)				

### TARGETING OPTIONS

KEYWORD (FOR SEARCH)	•	•	•	•
PAGE (FOR CATEGORY)	•	•		•
PRODUCT RECOMMENDATION	•	•		•
SHOPPER DATA	•		•	•
CONTEXTUAL	•	•	•	
SKU PRODUCT INFORMATION	•		•	•
LOOKBACK WINDOWS (I.E. PREVIOUSLY VIEWED OR PURCHASED)	•		•	•
OTHER (PLEASE SPECIFY)				

Location based behaviours



## QUICK-COM & DELIVERY SERVICES

d

J

u

w

### 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 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)			Brand Lift	



## BEAUTY & FASHION

D

b

Z

a

### MARKET(S) ACTIVE IN

DE, AT, CH, FR, NL, BE, PL, IT, ES

UK

Europe

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

Criteo  
Zeotap

Criteo

Google, Braze,  
Criteo

### AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS

The Trade Desk  
Cmmrcly, Zeotap, Meta,  
Google, YouTube,  
Pinterest, TikTok

LiveRamp, Infosum, Meta,  
Pinterest, TikTok, Snapchat,  
YouTube, The Trade Desk,  
Microsoft Curate, ITV,  
ClearChannel

Meta, Google/Youtube, Tiktok,  
Snapchat, Pinterest, Netflix

Meta, TikTok,  
YouTube

### AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS

Broadsign

Pixel, ImageSound,  
Scala

### ON-SITE PROPERTIES

DISPLAY

DISPLAY VIDEO

SPONSORED PRODUCT OR SEARCH ADS

TENANCIES / TAKEOVER

BRANDED EXPERIENCES (E.G. BRAND SHOPS)

NATIVE ADS

OTHER (PLEASE SPECIFY)

Live Streaming



## BEAUTY & FASHION

D

b

Z

a

### OFF-SITE PROPERTIES

SOCIAL	•	•	•	•
SEARCH	•	•	•	
DISPLAY	•	•	•	
DOOH		•	•	
CTV (BVOD & AVOD)	•	•	•	
DISPLAY VIDEO	•	•	•	
OTHER (PLEASE SPECIFY)		Digital Audio, Direct Mail	Unique users, brand follows, add to wishlist/cart, cost per sold item	

### IN-STORE DIGITAL PROPERTIES

DIGITAL SCREENS	•	•		
PRINTED / STATIC		•		
AUDIO		•		
CONNECTED SHOPPING				
EXPERIENTIAL		•		
OTHER (PLEASE SPECIFY)				

### TARGETING OPTIONS

KEYWORD (FOR SEARCH)	•	•		•
PAGE (FOR CATEGORY)	•	•	•	•
PRODUCT RECOMMENDATION		•	•	
SHOPPER DATA	•	•	•	•
CONTEXTUAL	•	•	•	•
SKU PRODUCT INFORMATION	•	•	•	•
LOOKBACK WINDOWS (I.E. PREVIOUSLY VIEWED OR PURCHASED)	•	•	•	
OTHER (PLEASE SPECIFY)	Behavioral, Brand Affinity	Behavioral targeting	Brand Affinity, Behavioral, Demographic, Geographic Targeting	



## BEAUTY & FASHION

D

b

Z

a

### 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 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)				



# MARKETPLACE & MULTI-CAT

**b** **v**

MARKET(S) ACTIVE IN

Netherlands &  
Belgium

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

GAM, Kevel, Cape,  
Hightouch

Criteo,  
Constructor

AD TECHNOLOGY AND DATA PARTNERS  
FOR OFF-SITE ADS

DV360, Xandr,  
Infosum

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

AD TECHNOLOGY AND DATA PARTNERS  
FOR IN-STORE DIGITAL ADS



## MARKETPLACE & MULTI-CAT

**b** **v**

### ON-SITE PROPERTIES

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

### OFF-SITE PROPERTIES

SOCIAL	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SEARCH		
DISPLAY	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DOOH		<input checked="" type="checkbox"/>
CTV (BVOD & AVOD)		<input checked="" type="checkbox"/>
DISPLAY VIDEO	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
OTHER (PLEASE SPECIFY)		

### IN-STORE PROPERTIES

DIGITAL SCREENS		
PRINTED / STATIC		
AUDIO		
CONNECTED SHOPPING		
EXPERIENTIAL		
OTHER (PLEASE SPECIFY)		

### TARGETING OPTIONS

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

Behavioral, Device,  
Measurement

Behavioural, Device



## MARKETPLACE & MULTI-CAT

b v

### 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 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)		





# CONSUMER ELECTRONICS



MARKET(S) ACTIVE IN	Europe
MEDIA / ADVERTISING OFFER IN-HOUSE	
YES, FOR ALL OF OUR OFFERING	<input checked="" type="radio"/>
YES, FOR SOME OF OUR OFFERING	
NO	
MEDIA / ADVERTISING VIA A THIRD-PARTY	
YES	<input checked="" type="radio"/>
NO	
AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS	Criteo, Google
AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS	Google
AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS	xplace, Storecast



## CONSUMER ELECTRONICS



### ON-SITE PROPERTIES

DISPLAY ADS



DISPLAY VIDEO

SPONSORED PRODUCT OR SEARCH ADS



TENANCIES / TAKEOVER

BRANDED EXPERIENCES (E.G. BRAND SHOPS)



NATIVE ADS



OTHER (PLEASE SPECIFY)

### OFF-SITE PROPERTIES

SOCIAL



SEARCH

DISPLAY



DOOH

CTV (BVOD & AVOD)

DISPLAY VIDEO

OTHER (PLEASE SPECIFY)

### IN-STORE DIGITAL PROPERTIES

DIGITAL SCREENS



PRINTED / STATIC

AUDIO

CONNECTED SHOPPING

EXPERIENTIAL

OTHER (PLEASE SPECIFY)

### TARGETING OPTIONS

KEYWORD (FOR SEARCH)



PAGE (FOR CATEGORY)



PRODUCT RECOMMENDATION

SHOPPER DATA



CONTEXTUAL



SKU PRODUCT INFORMATION



LOOKBACK WINDOWS



(I.E. PREVIOUSLY VIEWED OR PURCHASED)



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 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)	




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