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INTRODUCTION

IAB Europe forecasts that Retail Media Ad Spend in Europe to reach 31 bn 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.

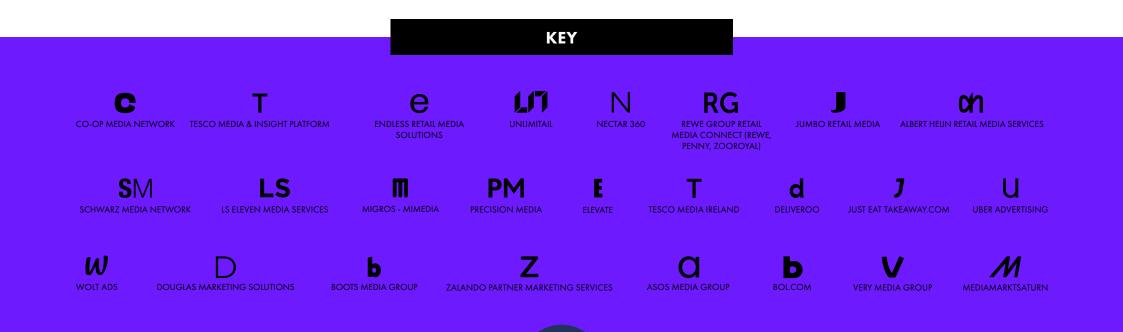
HOW OFTEN IS IT UPDATED?

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-Clare Puffett on **puffett@iabeurope.eu**

THANK YOU TO THE FOLLOWING COMPANIES FOR PARTICIPATING IN THIS INITIATIVE





C T C LFI N RG J ON SM LS III PM E T

MARKET(S) ACTIVE IN	UK	UK	PORTUGAL	GLOBAL EUROPEAN COUNTRIES PLUS OTHERS	UK	GERMANY	NETHERLANDS	S NETHERLANDS	EUROPE	UK	TURKEY	MENA	IRELAND	IRELAND
MEDIA / ADVERTISING OFFER IN-HOUSE														
YES, FOR ALL OF OUR OFFERING	•	•	•		•		•	•		•	•	•	•	•
YES, FOR SOME OF OUR OFFERING				•		•			•					
NO														
MEDIA / ADVERTISING VIA A THIRD-PAR	тү													
YES	•	•	•		•	•	•	•	•	•	•	•	•	•
NO				٠										
AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS	Salesforce Marketing Cloud, Playable, PPS, PlanApps	Google, Epsilon	Kevel	EPSILON Retail media (CitrusAd)	Epsilon, Rokt	CitrusAd, Google Ad Exchange	Google Ad Manager, Streaem, Blue Willy Wig	Adhese Segment Blue Willy Wig	PromotelQ Own AdServer	Criteo, Scoota	mLink (Mimeda's own advertising technology)	Criteo	Google Analytics	Epsilon - (citrus ads) Google ad manager
AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS	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/ TitkTok / 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
AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS	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, Streaem, CSST, Fastlane	Adhese	Adtrac EaseScreen Grassfish	Skratch Clear Channel UK ImageSound	Mlink (Mimeda's own advertising technology) Pixage	Advertima, Grassfish	Quividi	Focal media, scala





C T C LFI N RG J ON SM LS III PM E T

	ON-SITE PROPERTIES					•		•	•						•
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SQCAL SQCAL <td< td=""><td>OTHER (PLEASE SPECIFY)</td><td></td><td></td><td></td><td></td><td>Sampling, Coupor</td><td>15</td><td></td><td></td><td></td><td></td><td>30</td><td>mpling & gamincar</td><td>ion</td><td></td></td<>	OTHER (PLEASE SPECIFY)					Sampling, Coupor	15					30	mpling & gamincar	ion	
SRACH	OFF-SITE PROPERTIES														
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CY WORD Audio (Spotify Podcost.) Audio (Spotify Podcost.) Image: Control of Cont	DISPLAY	•	•	•	•	•	•	•	•	•	•	•	•		
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NH-STORE DIGTAL PROPERTIES INN-STORE DIGTAL SCREINS REINTED 5 STRIC AUDIO CONNECTED SHOPPING CONNECTE	DISPLAY VIDEO		•	•	•	•	•	•	•	•		•	•		
Digital SCREENS Image: Static description of the state of the s	OTHER (PLEASE SPECIFY)					Audio (Spotify Podco	asts)								
DIGITAL SCREENS Image: Streen of Streen															
PRINTED / STATIC AUDIO Image: Converters ShorePring Image: Converters ShorePri	IN-STORE DIGITAL PROPERTIES														
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CONNECTED SHOPPING EXPERIENTIAL Delivery van branding Sheff Robot TARGETING OPTIONS TARGETING OPTIONS TARGETING CATEGORY) PAGE [FOR CATEGORY]	PRINTED / STATIC		•	•		•	•					•	•		
EXPERIENTIAL Delivery van branding OTHER (PLEASE SPECIPY) Delivery van branding TAREETING OPTIONS KETWYORD (FOR SEARCH) PAGE (FOR CATEGORY) PAGE (FOR CATEGORY) SHOPPER DATA CONTERTUAL LIGOKBACK WINDOWS ILIE. REVIOUSIY VIEWED OR PURCHASED) OTHER (PLEASE SPECIPY) IPD informed via Co-op Composs Audiences, Geo-Targeting, Transaction Based-targeting Horspeting Cover Constrained, Voerther Targeting, Weather Targeting, Weather Targeting, Weather Targeting, Targeting, Transaction-based	AUDIO	•	•		•	•	•	•	•		•	•		•	
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KEYWORD (FOR SEARCH) PAGE (FOR CATEGORY) PRODUCT RECOMMENDATION PRODUCT RECOMMENDATION SHOPPER DATA Contextual SKU PRODUCT INFORMATION Contextual SKU PRODUCT INFORMATION Contextual LOOKBACK WINDOWS Contextual IPD informed via Audiences, Custom Audiences, Geo-Targeting, Transaction Science-Led Store Segmentation, Life Syle / Life Store Segmentation, from total MAR 1 st Custom Audiences, Geo-Targeting, Transaction Store Segmentation, from total Basel-targeting, Transaction Distribution Targeting, Targe	OTHER (PLEASE SPECIFY)					[Delivery van brar	nding				Shelf Robot			
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PAGE [FOR CATEGORY] PRODUCT RECOMMENDATION SHOPPE DATA CONTEXTUAL SCONTEXTUAL SCONTEXTUAL CONTEXTUAL CONTEXTUA	TARGETING OPTIONS														
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based-targeting Audiences, Geo-Targeting, Stage Targeting, Geo-Targeting, Distribution Propensity Distribution Tar- geting, Weather Targeting, Targeting, Tran- Targeting, Transaction-based						· · · · · · · · · · · · · · · · · · ·		·					-		
Geo-Targeting, Distribution Propensity Distribution Tar- Targeting, Weather geting, Weather Targeting, Targeting, Trans- Transaction-based															
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C T C LIT N RG J ON SM LS III PM E T

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)									Cu	Conversion Rate, stomer Lift, Quan Lift, Market Share Change, iROAS, Branded Search	tity		

QUICK-COM & DELIVERY SERVICES

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)				

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QUICK-COM & DELIVERY SERVICES

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OFF-SITE PROPERTIES				
SOCIAL	•		•	•
SEARCH				
DISPLAY				•
роон				
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		-	•	•
OKBACK WINDOWS			-	-
(I.E. PREVIOUSLY VIEWED OR PURCHASED)	•		•	•
OTHER (PLEASE SPECIFY)			Location based behaviours	





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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)			Brand Lift	



BEAUTY & FASHION

D **b Z C**

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		



D **b Z C**

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		



DbZCBEAUTY & FASHIONDbC

MEASUREMENT OPTIONS				
MEDIA METRICS: AD IMPRESSION	•	•	•	•
MEDIA METRICS: CLICK-THROUGH	•	•	•	•
IEDIA METRICS: VIEWABILITY			•	
EDIA METRICS: VIDEO COMPLETION RATE	•	•	•	
IEDIA METRICS: SIVT		•		
ALES METRICS: SAME SKU ROAS	•	•		•
ALES METRICS: HALO ROAS	•	•		•
ALES METRICS: CLICK BASED ROAS	•	•	•	•
SALES METRICS: VIEW BASED ROAS	•	•		
SALES METRICS: IAB EUROPE STANDARD 30 DAY LOOKBACK WINDOW	•			•
ALES 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				
NCREMENTALITY: RANDOMISED CONTROLLED TRIALS (RCTS)				
ICREMENTALITY: MATCH-MARKET TESTING		•		
NCREMENTALITY: MACHINE LEARNING COUNTERFACTUAL MODELS		•		
CREMENTALITY: SYNTHETIC CONTROL METHOD				
NCREMENTALITY: SHADOW-MODE TESTING				
ICREMENTALITY: GHOST ADS			•	
THER (PLEASE SPECIFY)				



MARKETPLACE & MULTI-CAT

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				

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MARKETPLACE & MULTI-CAT

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 PROPERTIES		
DIGITAL SCREENS		
PRINTED / STATIC		
CONNECTED SHOPPING		
EXPERIENTIAL		
OTHER (PLEASE SPECIFY)		
TARGETING OPTIONS		
KEYWORD (FOR SEARCH)	•	•
PAGE (FOR CATEGORY)	•	•

OTHER (PLEASE SPECIFY)	Behavioral, Device, Measurement	Behavioural, Device	
(I.E. PREVIOUSLY VIEWED OR PURCHASED)	_	•	
LOOKBACK WINDOWS		•	
SKU PRODUCT INFORMATION	•	•	
CONTEXTUAL	•	•	
SHOPPER DATA	•	•	
PRODUCT RECOMMENDATION			
AGE (FOR CATEGORY)			





MARKETPLACE & MULTI-CAT

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MEDIA METRICS. VIDEO COMPLETION RATE Edia Metricos, SVT	MEDIA METRICS: CLICK-THROUGH	• •	
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SALES METICS: SAME SKU ROAS SALES METICS: VALO ROAS SALES METICS: CICK RASS ROAS SALES METICS: VILVE MASS ROAS SALES METICS: SALES KERNEL LOOR SALAX WINDOW SALES METICS: SALES KERNEL COOR SALAX WINDOW SALES METICS: SALES KERNEL CONTROL METICS S	MEDIA METRICS: VIDEO COMPLETION RATE	•	
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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	SALES INSIGHTS: OMNICHANNEL REPORTING		
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INCREMENTALITY: SHADOW-MODE TESTING INCREMENTALITY: GHOST ADS	INCREMENTALITY: MACHINE LEARNING COUNTERFACTUAL MODELS		
INCREMENTALITY: GHOST ADS	INCREMENTALITY: SYNTHETIC CONTROL METHOD		
	INCREMENTALITY: SHADOW-MODE TESTING		
OTHER (PLEASE SPECIFY)	INCREMENTALITY: GHOST ADS		
	OTHER (PLEASE SPECIFY)		

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MARKET(S) ACTIVE IN	Еигоре
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
AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS	xplace, Storecast







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	

TARGETING OPTIONS

OTHER (PLEASE SPECIFY)

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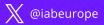
MEASUREMENT OPTIONS	
MEDIA METRICS: AD IMPRESSION	
MEDIA METRICS: CLICK-THROUGH	
MEDIA METRICS: VIEWABILITY	
MEDIA METRICS: VIDEO COMPLETION RATE	
MEDIA METRICS: SIVT	
SALES METRICS: SAME SKU ROAS	
SALES METRICS: HALO ROAS	
SALES METRICS: CLICK BASED ROAS	
SALES METRICS: VIEW BASED ROAS	
SALES METRICS: 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)	





Marie-Clare Puffett Industry Development & Insights Director puffett@iabeurope.eu

iab europe Rond-Point Robert Schumanplein 11 1040 Brussels Belgium



in /iab-europe

iabeurope.eu