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IAB EUROPE'S 101 GUIDE TO RETAIL & COMMERCE MEDIA 2025 REVIEW

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Introduction

E-commerce's explosive expansion has propelled Retail Media into the mainstream - what many call the third wave of digital advertising. In 2024, more than 2.5 billion people shopped online, generating vast streams of behavioural data that advertisers can turn into highly precise audience signals. No wonder over 90 percent of advertisers now partner with retailers to tap into these insights and engage both current and future customers. This trend will only continue. In 2024, on-site Retail Media ad spend grew by 22.2% to exceed €10bn.

The growth of Digital Retail Media could be described as significant; brands are now able to work with retail partners to directly engage with their consumers across the path to purchase, using retailer first-party data to target, optimise, and measure their campaigns. More than a third of buyers cite access to first-party data as one of the key drivers of Retail Media adoption, and the majority are already working on their first-party data strategy. The ability to advertise right at the point of purchase, combined with closed-loop attribution, is another reason Retail Media is seeing such high growth.

This Guide to Retail Media was first developed by experts from IAB Europe's Retail Media Committee in September 2023 and continues to be updated to ensure the content serves as a relevant educational 101 Guide to Retail Media, including what it is, with key definitions, how it works, why it's important for brands, how to buy it and how to measure it. The guide also includes some key best practices for stakeholders operating in this channel.

Section 1 - What is Retail & Commerce Media?

IAB Europe's harmonised definitions drill down into digital on-site, digital off-site, and digital in-store, offering a crucial first step in understanding Digital Retail & Commerce Media. Having a common understanding is essential for developing effective measurement, standards, and guidance.

Pan-European Definition

Commerce Media Networks (CMNs), which includes Retail Media Networks (RMNs), allows brands and merchants to address shoppers with products and services throughout their buying journey on and off owned platforms. It uses commerce/retail data for planning, execution, and measurement. Commerce media includes an increasing range of activations on-site, off-site, and in-store environments.

Examples of RMNs include retailers operating in categories such as grocery, beauty, fashion, DIY, and home.

Examples of CMNs include travel and mobility services, payment providers, food delivery or classifieds.

On-Site Digital Retail (or Commerce) Media

On-site advertising is sold on a commerce platform or a retailer's own digital properties. This typically includes owned and operated websites and apps. The typical formats include Sponsored Products, Sponsored Display, and Display and Video.

Off-Site Digital Retail (or Commerce) Media

Off-site refers to the use of retailer data to be overlaid or coupled with inventory outside of a commerce platform or retailers' owned and operated websites and apps. The inventory available with third-party partners (using retailer data) includes display, video, social, Connected TV (CTV) and Digital-Out-Of-Home (DOOH), digital audio, and email*.

* Some RMNs make email available, but it is typically used as a CRM or Trade marketing initiative.

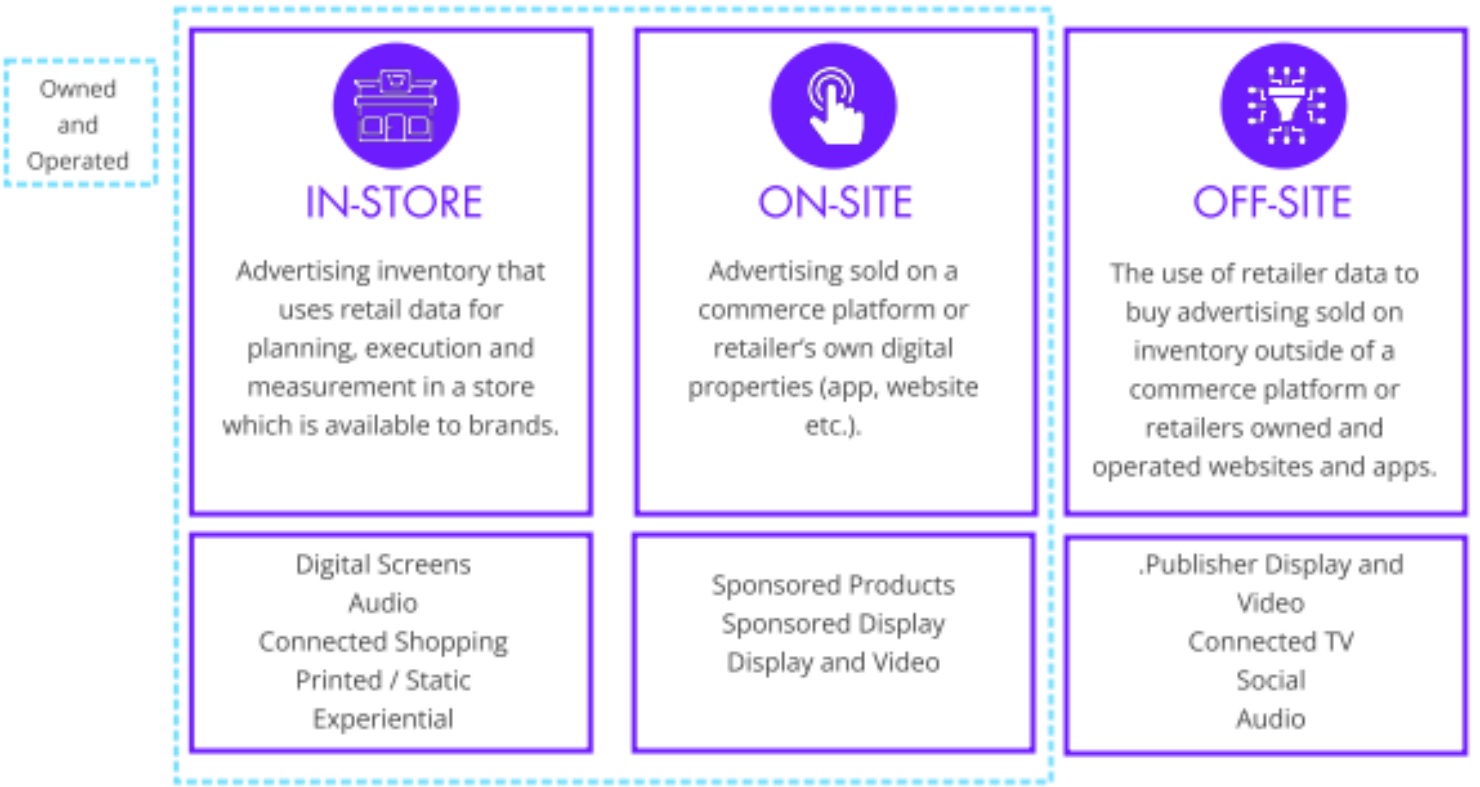
In-Store Digital Retail Media

In-store refers to the advertising in-store inventory that uses retail data for planning, execution, and measurement, which is available to brands. It can be digital (video, display, or audio) or static (print, physical activations) inventory. For more information, please refer to the IAB Europe and IAB In-Store Definitions and Measurement Guidelines here.

Section 1 - What is Retail & Commerce Media?

Definition Diagram

The following diagram provides a modular overview of what is included within digital Retail Media:



Section 2 - How Can Retail Media Campaigns Be Bought?

Generally, digital Retail Media campaigns can be bought via managed service, self-service, or programmatically via a DSP. These can be both on-site and off-site, which are covered in section 4.

Managed Service campaigns are bought from and managed directly by retailers or by inventory aggregators that manage campaigns over a network of various retailers. The advertiser makes a booking with a relevant retailer or Retail Media aggregator, who will then set up and run a campaign using their retail data across the inventory of choice or will manage and advise on the targeting (keywords, categories, products). The advertiser usually pays a price that covers media, data, and measurement as a fully managed service. Similarly, off-site campaigns (delivery on 3rd party inventory like video, social, display, ATV/CTV) can also be bought via managed service.

Self-Service gives advertisers the opportunity to buy on-site and/or off-site campaigns directly via a retailer platform solution. Using self-service, the advertisers manage the delivery, inventory, and targeting of the campaign. Additionally, self-service campaigns can also be accessed by using demand-side platforms, for example, by using an API connection to retailers.

Programmatic Retail Media today spans five core approaches, each unlocking different pools of retailer inventory and degrees of automation:

1. **Programmatic for Off-site** - Programmatic buying is primarily utilised for off-site campaigns. In this approach, advertisers combine retailer-provided data with off-site inventory, such as CTV, display, video, and social media.

2. **Owned & Operated Retailer Platforms** - Many major retailers have built their own programmatic channels, examples include Amazon DSP, Walmart Connect, or Carrefour Links, where brands can buy on- and off-site placements directly through the retailer's self-service interface.

3. **API-Driven Marketing Platforms & Bid Optimisers** - To avoid juggling multiple retailer portals, brands and agencies can utilise bid-optimisation tools and marketing platforms (e.g., Kenshoo, Pacvue) that connect via APIs to multiple retailer networks. From one dashboard, buyers can set goals and budgets and let the platform's algorithms allocate spend across dozens of RMNs based on performance signals and real-time bid landscapes.

4. **Programmatic DSP Enablement of On-Site & In-Store Inventory** - Traditional demand-side platforms (DSPs) have expanded into Retail Media for both on-site and in-store inventory. Examples include:

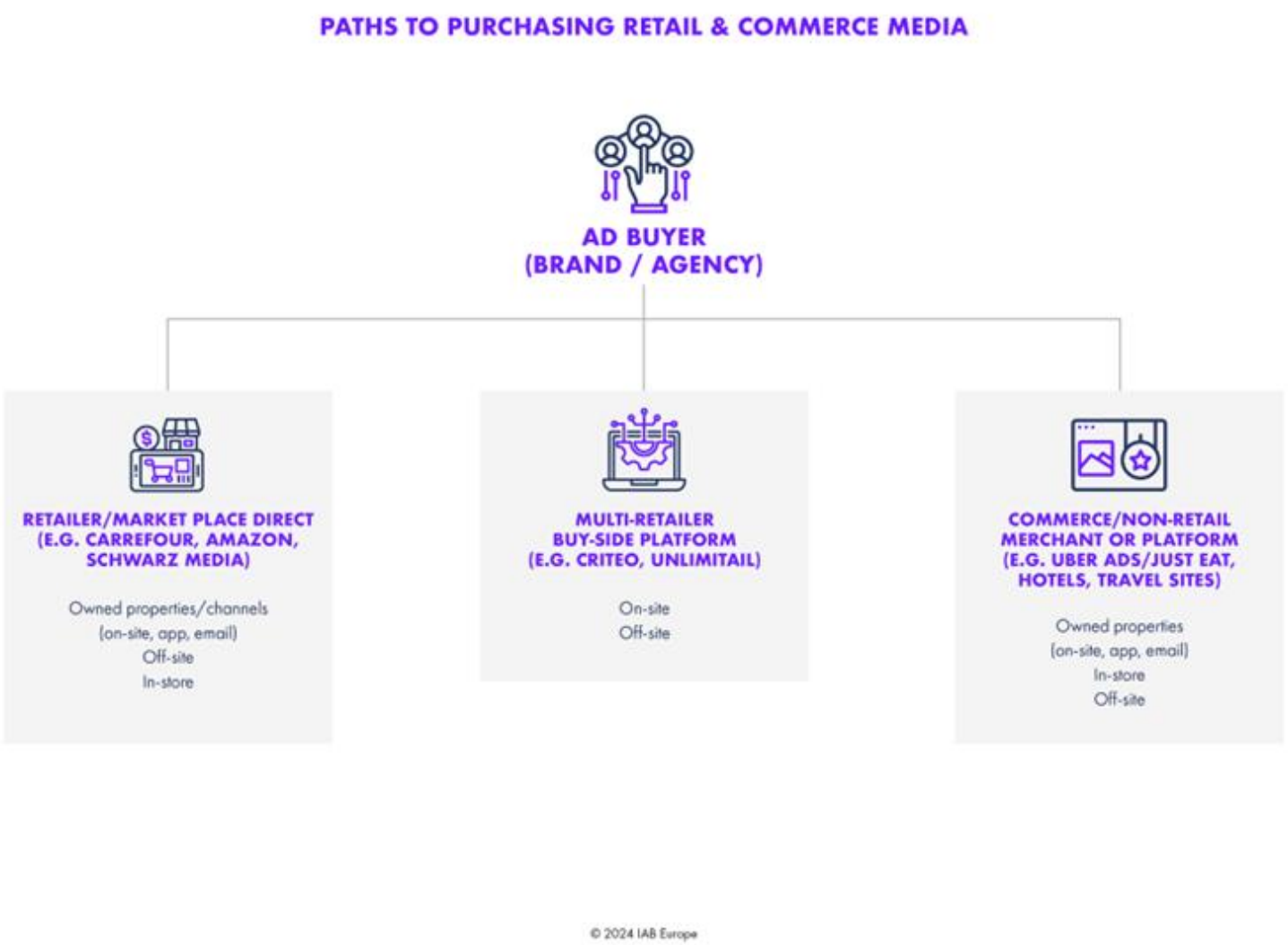
    - **On-site**: The Trade Desk and StackAdapt offer access to sponsored product and display placements across multiple retailers. A real-life example is Uber Advertising which has opened its premium Journey Ads inventory on the Uber Rides app to programmatic buyers across ten European markets via Google's Display & Video 360 and The Trade Desk.

Section 2 - How Can Retail Media Campaigns Be Bought?

- **In-store display**: AdForm, Broadsign, Vistar Media, Place Exchange, and One Tech Group provide SSP functionality, enabling in-store inventory to be aggregated and offered programmatically.

- **In-store audio**: Vibenomics makes in-aisle radio and checkout audio programmatically addressable.

5. **Curation Platforms for Unfilled Retailer Inventory** - To monetise unsold ad slots, some startups and exchanges curate and pool retailers' leftover impressions into a single supply stream. Brands access this "long tail" of inventory programmatically, often at discounted CPMs, while retailers increase fill-rates without building full programmatic stacks themselves.

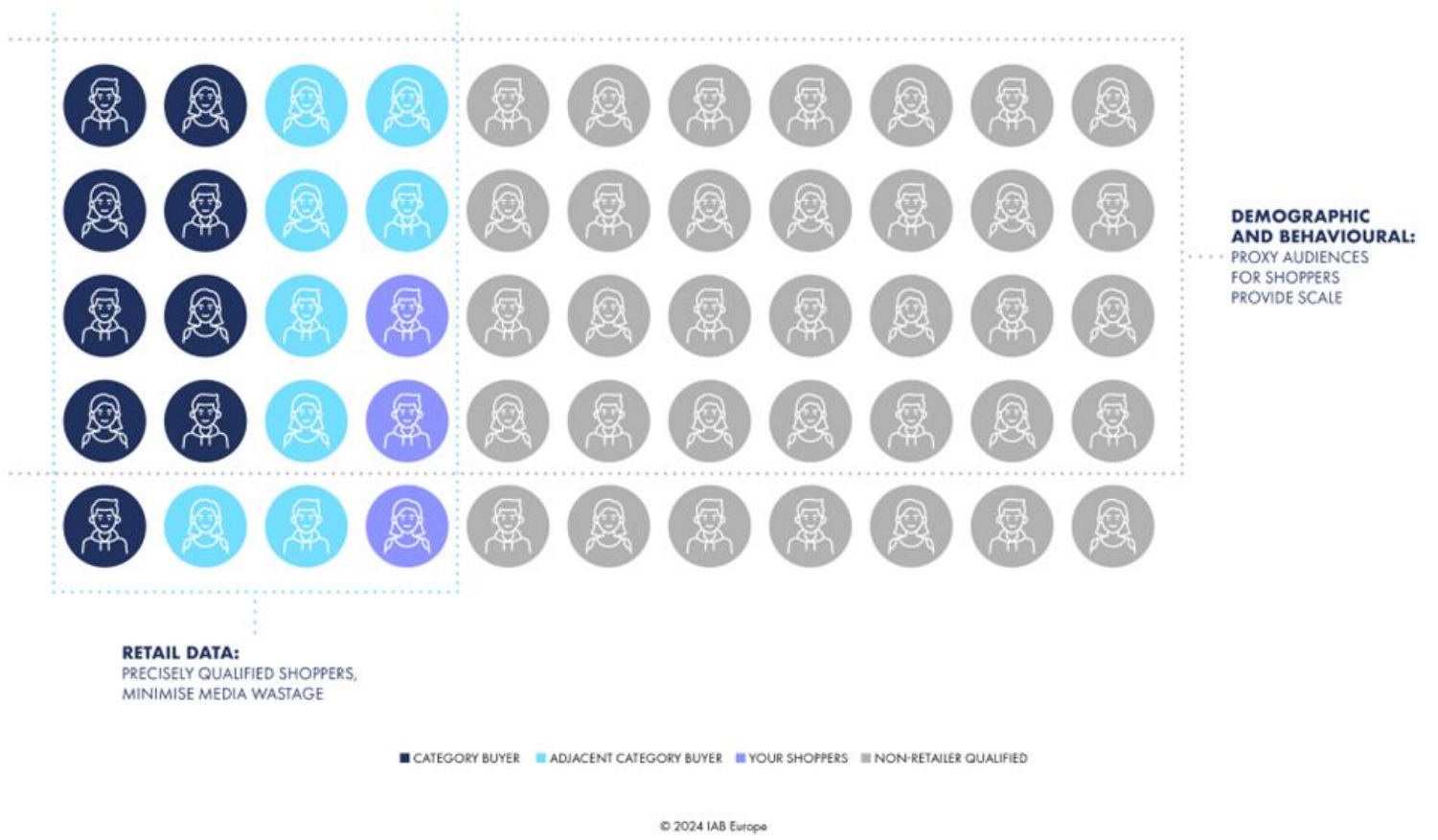


Section 3 - Why is Retail Media Important to Brands?

Once perceived as purely lower funnel activity, Retail Media has fast evolved into a broader, more balanced and sophisticated proposition. No longer purely the domain of trade marketers, shopper marketers, or e-commerce teams, it offers brands and retailers a unique opportunity to increase revenue and reach a wider audience, including increasingly digital customers across all media channels.

Retail Media also plays a critical role in aligning with broader omnichannel strategies. As consumers move fluidly between physical stores, online platforms, and mobile apps, Retail Media enables brands to maintain consistent messaging and engagement across all touchpoints.

At the simplest level, Retail Media provides the ability to precisely reach relevant users based on actual shopping behaviour. This complements demographic, behavioural, or contextual proxies for those same users. For example, identifying those shopping in category but not buying your brands for category share, or identifying shoppers in adjacent categories for category growth objectives. This reduces media wastage and drives media efficiency across the entire media plan. The following diagram provides an explanation of this.



Section 3 - Why is Retail Media Important to Brands?

Specific benefits include:

- **More precise targeting**: Retail Media allows brands to precisely target audiences despite the loss of third-party cookies. Retailers have abundant first-party consented data, including customer email IDs, enabling accurate matching and attribution. This ensures effective ad targeting both on-site and off-site, which will be crucial when third-party cookies are phased out, leaving marketers unable to reach two-thirds of internet users.

- **Reaching Consumers in a 'Shopper' Mindset**: Retail Media captures shoppers when they're already in "buy" mode, boosting ad relevance and purchase intent. Additionally, this provides an ideal platform to introduce and trial new products.

- **A more diverse range of outcomes**: Digital Retail Media offers benefits beyond immediate sales by enhancing brand visibility and engaging a broader audience across various touchpoints to promote brand awareness and product consideration. It builds long-term brand loyalty through personalised experiences and provides valuable insights via first-party data for precise targeting.

- **Consistent targeting and measurement across digital media channels**: Data from retailers can be used to consistently target audiences and measure campaigns across a range of digital media channels (e.g. DOOH, CTV, Audio, etc.). By doing so, brands ensure they are reaching the relevant audiences who may be engaging with different forms of media.

- **Search engine for products**: E-commerce sites are increasingly becoming the starting point in the customer journey, i.e., acting as a search engine for products. This presents a specific opportunity for brands to target customers whilst they are in the purchase mindset via sponsored product ads.

- **Closed-loop attribution**: Retail Media and e-commerce are collapsing the purchase funnel. The added benefit for marketers is closed-loop measurement. Most Retail Media solutions have the ability to directly attribute sales to advertising activity within their reporting. This makes it extremely attractive to marketers and commercial and finance teams alike.

- **Consumer buying & insights for non-endemics**: Retailers provide a unique opportunity for non-endemic brands to access insights on consumer purchases for audience targeting. Advertisers who don't have a tangible product benefit from this data as it allows them to see customer life stages and lifestyles (e.g., parent, interested in cars, vegan, etc.).

- **Retailer collaboration and co-innovation**: Retail Media drives co-innovation by uniting brands, agencies, tech providers, and retailers around shared data and joint campaigns, unlocking growth and tailored shopper experiences.

- **Future-proofing marketing strategies**: Retail Media provides a robust solution in an era of increasing privacy regulations. Its reliance on first-party, consented data and direct attribution makes it a compelling choice for advertisers in the evolving digital landscape.

Section 4 - What is Available for Advertisers?

On-Site digital Retail Media is advertising sold on the retailer's own digital properties. This typically includes retailer websites and apps (e.g. Albert Heijn, Lidl, Ocado, ICA), or online consumer shopping marketplaces (e.g. bol.com, eBay, and Amazon).

Common on-site opportunities include:

- **Sponsored product or search ads**: Advertising that appears in search results, either at the top or bottom of the page, or within the search results themselves. The ad is placed in the same format as the organic search results, but is easily distinguishable through the labelling "sponsored" or "advertisement". They're often located near search results from keywords, category browsing, and product browsing, but could also be placed near the check-out location or previously bought lists.

- **Display banner ads**: Static or interactive ads that are placed on web pages or within a select range of web pages. They appear in different sizes and formats, such as skyscrapers, leaderboard, and rectangles.

- **Sponsored brand pages**: Custom brand pages on a retailer site that allow companies to elevate their brand in a more visual manner when a shopper is searching for their brand. These often include lifestyle imagery, brand logos, and other key messaging that the brands may like to showcase. In some instances, on-site ads can be linked to a brand's product catalogue through a retailer's feed.

- **Video ads**: On-site animated or full video ads on e-commerce platform websites and apps, or physical stores, when a digital screen is used.

- **Takeover ads**: Advertising that takes over a specific page on a retailer's website.

- **Check out ads**: Product recommendations just before the checkout pages

Off-Site Digital Retail Media refers to the use of retailer data to target consumers through advertising sold on inventory outside of retailers' online (web and app) shopping platforms.

Common off-site opportunities include:

- **Search/shopping ads**: Advertising appearing on specific keyword queries on search engines.

- **Display banner ads**: Advertising delivered on third-party websites, social media platforms or CTV, these can include banners, buttons, skyscrapers, overlays, interstitials.

- **Video ads**: Advertising delivered on subscription video on demand services, third-party websites, social media platforms or CTV devices. These can include in-stream, out-stream, in-banner video advertising.

Section 4 - What is Available for Advertisers?

- **Audio ads**: Advertising placed on pure-play streamed music services, IP-based radio, podcasts.

- **Social Media placements**: Advertising on social media networks. This can include banner or video ads.

In-store Digital Retail Media opportunities are also offered by retailers to agencies and brands.

Common in-store ad opportunities include:

- **Radio**: Advertising delivered via in-store radio.

- **Digital screens and signage (in-store)**: Advertising on retailer-owned in-store screens. These are usually located near entrances and exits, at product displays, at checkout areas, and along aisles.

- **Hand Scanners**: Advertising on hand scanners used by consumers to scan products whilst shopping in-store.

- **[Special mention] DOOH**: Whilst not 'in-store,' DOOH screens located next to stores (i.e., by store entrances) can be considered part of the Retail Media offering by retailers. Usually owned by OOH media owners, retailers can partner to incorporate them into Retail Media plans, selling indirectly, in addition to them being available via standard DOOH buying models (i.e., sold directly by the media owner to agencies).

Trade Marketing Initiatives

It is important to distinguish between Digital Retail Media initiatives as described above, On-site, Off-site, and In-store, and those that fall into trade marketing budgets. A brand's trade marketing budget is focused on influencing the trade intermediary (a retailer or wholesaler) to promote and sell their products more effectively. Whilst commercially funded or supported by the brand, initiatives are planned and delivered by the retailer, and would typically include retailer magazine features, in-store promotions and displays, email marketing campaigns, loyalty programs, event sponsorships, holiday campaigns, product discounting, and more.

Section 5 - How do you Measure & Target?

When it comes to measuring the success of Retail Media campaigns, brands want to see a tangible return on their investment, one that they can see and trust. Reach as a metric, for example, doesn't provide the transactional evidence that brands need, such as sales and return on ad spend (ROAS). Data from **IAB Europe's 2025 Attitudes to Retail Media Report** showed that buy-side stakeholders (brands and media agencies) consider ROAS and incrementality sales measurement to be the key metrics for evaluating Retail Media investments.

Large advertisers have also begun to request third-party verified media quality across previously unmeasured on-site campaigns. Major agencies are mandated to ensure the effectiveness of their client's placements, and, therefore, for the Retail Media market to fully scale, partners will increasingly need to collaborate with measurement companies. For the Retail Media industry to achieve the growth anticipated by industry forecasts, media quality measurement will be part of the industry standard campaign workflows, as it is across all major digital channels. With audience technology advancements in-store, we are beginning to see the ability to target audiences in the physical world, aligning to online Retail Media capabilities.

Targeting

One of the benefits of Retail Media is the ability to target consumers efficiently. With the dependence on third-party cookies reducing, first-party data has become a priority for advertisers and buyers. Retailers have a significant amount of highly qualified data attached to data points such as email addresses, name, and address, or other identifiers such as customer ID that can be leveraged by brands. Targeting is influenced by the goals of the brand. Brands should consider whether they want to:

- Address a specific audience
- Aim to reach consumers at a certain level of buying intention
- Exclude its own customer base to reach only new prospects

Context is also another on-site targeting opportunity. Brands can target consumers based on the context of a specific page on a retailer's website. On-site also offers the opportunity for brands to target consumers based on what they have in their basket, their purchase history, and the time of day.

With the growing desire for a consistent user experience regardless of touchpoint, it's becoming more important than ever for brands to target a specific audience with their message. When looking at solutions, consider the interoperability of on-site, off-site, and in-store delivery for targeting and measurement.

Metrics

There are many metrics available for Retail Media campaigns. It is important to align the metrics with the objectives of the campaign, for example if looking to increase the visibility of a product then reach might be the most appropriate metric but if the brand is looking to drive sales, then ROAS would be relevant.

It's worth noting that some retailers will do sales extrapolation based on the known users they delivered to and measured against. In this instance, it is recommended (*see IAB Europe Retail Media Measurement Standards*) that retailers disclose what metrics the extrapolation is done through.

Section 5 - How do you Measure & Target?

Here are some metrics to consider when planning and measuring Retail Media campaigns:

Media Metrics

- **Viewability** - Impressions across desktop, mobile web, and mobile in-app delivery that are measured as viewable according to the IAB/ MRC viewability guidelines.

- **Fraud/SIVT** - Impressions across desktop, mobile web, and mobile in-app delivery that were measured as bot fraud, site fraud, nonhuman data centre traffic, and injected ad events.

Attribution Metrics

- **Return on Advertising Spend (ROAS)** - This is relevant to advertisers because it measures the ratio of advertising spend to revenue generated, making it an important metric for evaluating the profitability and effectiveness of their advertising campaigns.

- **Same SKU and Halo Attribution** - Halo attribution is the measurement of sales beyond the advertised product to include some or all of the products of the same brand.

Retail Media Insights - *Insights that can only be gained from Retail Media data*

- **Incremental Sales Lift** - this uses statistical techniques to attempt to show how many product sales were driven directly by the campaign and were net new or incremental to normal sales behaviour.

- **New to Brand** - A shopper who has not purchased any products from specified brands within a defined time frame is “New to Brand”. Inversely, if they have purchased within the below time frames, they can be considered “Repeat Brand Shoppers”. The time frame will vary per product purchase cycle.

- **New to Category** - A shopper who has not purchased any products from a specified category within a defined time frame is “New to Category”. Inversely, if they have purchased within the below time frames, they can be considered “Repeat Category Shoppers”. The time frame will vary per product purchase cycle.

- **Customer Lifetime Value (CLTV)** - the total revenue or profit generated by a customer over the entire course of their relationship with a retailer.

Section 6 - Retail Media Standards

The lack of standards in Retail Media was cited by over half (53%) of buyers as a barrier to investment. To address this challenge, IAB Europe has produced two sets of measurement standards: the Retail Media Measurement Standards for On and Off-Site in Europe and, in collaboration with the IAB U.S., the In-Store Retail Media Definitions and Measurement Standards. These initiatives aim to harmonise measurement practices across the region, providing a shared foundation for evaluating performance and driving continued growth.

In April 2024, IAB Europe published V1 of the Retail Media Measurement Standards for Europe to provide media buyers with a framework for consistent metrics to compare their Retail Media investment. The Standards were finalised following a public comment period between February and March 2024, where a wide range of industry stakeholders from across Europe provided feedback and insights to shape the final version.

The Retail Media Measurement Standards were developed following consultations with retailers, media buyers (brands and agencies), and cover the following areas:

- Primary Media Metrics (including viewability, IVT) to ensure digital retail media ads adhere to the same standards as other digital ads
- Attribution Metrics to ensure that brands are able to compare their advertising investments using a standard lookback window and iROAS definition
- Additional Retail Media Insights to further elevate the unique insights that Retail Media networks can provide, such as 'New to Brand'

IAB Europe is investing heavily in the development of standards for the Retail Media industry. It is important that the industry works together to adopt and implement these standards and iterate, as necessary. Through our working groups and extensive industry consultation, IAB Europe is able to identify the specific areas that require standardisation. Dedicated IAB Europe councils for key stakeholders (such as retailers) also enable industry-wide concerns to be addressed.

Section 7 - Best Practices

Members of IAB Europe's Retail Media Committee include experts from retailers, agencies, trading desks and advertising networks. They have collated their best practices for operating within this space. Below are some of their top tips to consider for your Retail Media campaigns:

On-Site

- **Run a full On-Site Strategy** - Consider running a mix of Product Listing Ads and Banner campaigns to reach relevant shoppers at every stage of the on-site buying journey and increase brand and performance metrics accordingly (brand recall, ROI, etc.).

- **Continuous Campaign Strategy** - Consider maintaining a continuous on-site presence to drive more brand awareness and to reach shoppers between key seasonal peaks. Give the campaign time and ensure to optimise the banners, titles, and descriptions based on the first results to achieve the best performance.

Off-Site

- **Full Funnel Retail Media Strategy** - Build on purchase-focused on-site placements by adding off-site Retail Media ads to increase brand awareness, drive consideration, and lead users to the point of purchase. By leveraging off-site, you can connect retail data to high awareness formats such as Connected TV and extend the campaign reach. Additionally, you leverage lower funnel Search and Shopping formats to reach users off-site when they are actively searching for products, comparisons, or recommendations.

- **Implement Omnichannel Measurement** - Retail Media measurement across all channels enables advertisers to have an aggregated view of media planning and how each format/message can successfully impact the campaign performance.

- **Identity** - where first-party data may be missing or incomplete, off-site retail data is a great way to ensure the brand or media campaign is tied to a currency for more accurate targeting.

General

- **Monitor Performance and Optimise Often** - Set appropriate KPIs for each part of the cross-funnel Retail Media strategy. Measure performance against those program KPIs regularly. Adjust and optimise campaigns, as necessary, or work with AI automated formats that optimise themselves continuously

- **Consider the Media and Audience** - Retail Media opportunities include various formats to reach customers along their buying journey. Retail Media also offers the opportunity for brands to test with certain creatives and audiences and learn along the way.

- **Adapt the message according to the touchpoint** - consider adapting the campaign message according to the retail media touch point, e.g., on-site vs. off-site.

- **Consider Historical Shopping Data** - retailers have access to lifecycle audiences created from their historical shopping data; for retailers who make this data accessible (via a customer data platform, for example), advertisers should consider implementing this into their campaigns.

Section 8 - Retail Media Innovations

The following section is a summary of some of the key innovations happening in retail media. IAB Europe will continue to explore these within its Retail & Commerce Media Committee.

- **Curators** - Retail Media as Content Producers: Tomorrow's Retail Media Networks will evolve into full-fledged content studios, crafting editorial-quality stories around products and use cases. Imagine shoppable lookbooks, interactive recipe videos, or live-streamed "shop along" sessions hosted by in-house influencers. Curators - Retail Media as content producers

- **AI shopping assistants**

- **AI for In-Store Audience Measurement**: Using Computer Vision (AI) for In-Store Audience Measurement enables a retailer to measure traffic (Audience Impressions) and engagement metrics (views and dwell time) accurately.

- **Real-time Audience Activation In-Store**: Using AI and visual-spatial sensors in-store, Retailers can target audience segments by triggering relevant content using the retailer's digital screen network. An example of this is the recent partnership between Carrefour UAE's media network, Precision Media, and Advertima, an AI-powered data solutions provider for In-store audiences.

Summary

No longer just emerging, spend in Retail and Commerce Media continues to grow and open up new advertising opportunities for brands. However, as with any nascent or new investment opportunity, there are still key learnings and challenges to overcome to ensure it remains a highly valuable advertising channel for all stakeholders, notably consumers.

As summarised in this Guide, the Retail and Commerce Media opportunity in Europe is vast, from on-site, off-site to in-store activations alongside access to rich first-party data sets, contextual targeting, and rich product feed opportunities. Some buyers may find it hard to know where to start, which is why the contributors of this Guide have created a resource to support buyers in their Retail Media journeys. It is intended to arm the digital advertising industry with the right knowledge to understand what Retail Media is, what the opportunities are, understand how campaigns can be bought, and discover what the best practices and key learnings are.

IAB Europe will continue to work with its Retail Media Committee to provide standards, guidance, education, and key insights on this channel to help elevate and advance Retail Media in Europe and seize the opportunities that it brings.

Case Studies

Case Study - The Trade Desk and Ferrero

Brand: Ferrero
Agency: Dentsu
Retailer: REWE
Market: DE

Key results:

- **1.4M shoppers reached**
- **25% increase in brand consideration**
- **15% lift in ad recall**
- **50% increase in unique household reach due to frequency capping**

Business Objective

Building brand awareness at scale with online video and connected TV
As one of Germany's more prolific advertisers, leading chocolate and confectionary producer Ferrero Rocher values efficient, effective media.

So, when it wanted to build brand awareness for Ferrero Rocher Ice Cream, it worked with its agency, dentsu X, to devise a strategy that would reach more of the right people. Its agency planned on a programmatic approach to reach consumers across multiple devices using connected TV (CTV) and online video (OLV) on The Trade Desk's demand-side platform.

Solutions

Boosting reach and campaign efficiency with retail data and frequency capping
Ferrero used our platform to run its campaign programmatically and tap into our marketplace of OLV inventory, including premium CTV, mobile, desktop, and tablet.

Teaming up with us allowed Ferrero to take advantage of our retail data partnership with REWE, a German retailer leading in innovations. As part of its broader omnichannel video campaign, Ferrero used the supermarket chain's online shopper data segments to target new potential customers across devices at scale.

Using our frequency controls enabled Ferrero to reduce cross-publisher and cross-device overexposure to the ads and in turn, almost halve its budgeted media spend. By reinvesting these savings back into the campaign, Ferrero reached more than 475,000 additional households – a 50% increase in unique household reach, based on shopper segments.

To measure the campaign's effectiveness in boosting awareness, Ferrero ran a brand lift study with our partner Happydemics. The study revealed that the campaign improved brand image by 33%, brand familiarity by 21%, and consideration by 25%. It also revealed an ad recall lift of 15%, propelling Ferrero into the top 5% of Happydemics' global benchmark results.

Case Studies

Case Study - The Trade Desk and Ferrero

Ferrero and dentsu X plan to build off this success by continuing to develop a CTV and OLV strategy with us to help drive reach not seen on linear TV while also tapping in to retail data to build awareness for more of its brands.

“Activating REWE online shopper data with The Trade Desk enabled us to reach more of the right people – especially our Rocher brand lovers, as well as ice cream and pralines shoppers, without needing to increase our media spending. Plus, we were able to significantly increase important brand metrics like ad recall, brand familiarity, and consideration. We’re excited to build on this success in future campaigns.” - Annette Calandrini, Senior Media Manager, Ferrero Deutschland

Case Studies

Case Study - Mimedia & Unilever

Brand: Unilever (Algida)
Retailer: Migros
Market: TR

Key Results:

- x20 ROAS
- 3.2 million Impressions
- 1% Click Through Rate

Brand Objectives:

- For Valentines Day in February 2025, Unilever wanted to highlight all their new ice cream products in a showcase & make sure customers can see a wide range of their SKUs.

- Wanting to gain recognition for these products and achieve an increase in net sales before the summer season starts, they came to Mimeda. As Valentine's Day overlaps with feelings of love and sharing, it was the perfect opportunity for Unilever to boost sales for sweet products such as ice cream.

Methodology:

Using Mimeda's Category Sponsored Advertising Solutions, Unilever 'owned' the ice cream category on Migros e-commerce website & app, showcasing 15 new products in a digital storefront for customers to choose from. We made sure there was a product for everyone.

Execution:

- We started a week before Valentines Day with communications & social media to drive awareness.

- Created a digital storefront, where when customers browse the category, the first thing they see is 15 new Algida products.

- Algida, 'owned the category' during the time of sharing and romance, which resulted in 20 times return on ad spend, for ice cream, during a winter storm in February. With correct visibility, communication and advertising solutions at the point of sale, even the most unlikely product (such as ice cream during a winter storm) can achieve high return on ad spends.

Case Studies

Case Study - Mimeda & L'Oreal

Brand: L'Oreal (Maybelline, Garnier, Elseve)
Retailer: Migros
Market: TR

Key Results:

- +%250 Order Count Increase
- +%32 Average Order Amount Increase

Brand Objectives:

L'Oreal wanted to increase their customer base and create omnichannel, personalised campaigns by utilising both Mimeda's 1st party data and L'Oreal's own customer data.

Methodology:

- Using Mimeda's analytical capabilities, we wanted to create lookalike audiences a.k.a. 'digital twins.' To do so, 24 million active Money Loyalty Program customers were segmented into 9 different personas, each with regards to potential L'Oreal customers.
- We cross-referenced L'Oreal's own customer data with that of Money customers. Knowing which clients preferred which products and/or communications, we were able to create 'digital twins. ' These digital twins were targeted on Mimeda's Retail Media channels, including Migros scheduled delivery and quick commerce apps.

Execution:

Knowing each persona responds differently to each product, communication & advertising medium, all products, visuals, and communications were personalised. Each customer would only see the product they are most likely to buy, minimising impressions that do not convert. The increase in order counts is a great result; however, increasing the average basket size by almost a third is the value added of Retail Media.

Creative Diva: Loves to try new, trendy and interesting products.

(Bright Reveal Sunscreen, Panorama Mascara, Bright Reveal Peeling Serum)

Case Studies

Case Study - Mimeda & L'Oreal

Natural Perfectionist: Organic, natural and vegan products are a must.

(Garnier Vegan Sunscreen, Garnier Brightening Serum, Maybelline Concealer)

Security Seeker: Knows what works for them, mostly opts for bestselling and classic products.

(Paris Anti-Aging Cream, Elseve Shampoo, Conditioner & Smoothening Cream)

Case Studies

Case Study - Mimeda & Pladis

Brand: Pladis
Retailer: Migros
Market: TR

Key Results:

- +%54 On Platform Search Uplift
- %7.5 Click Through Rate

Brand Objectives:

Pladis wanted a way to connect with their customers, strengthen their relationships and increase product sales in the Migros Ecosystem. Also, loving new and innovative advertising solutions, Pladis opted to use Mimeda's visibility gamification solutions.

Methodology:

We wanted to own a match day during an upcoming football derby in Istanbul. Knowing that many customers will be ordering (mostly snacks and drinks) before, during and after the derby, we created the game accordingly on both Migros e-commerce apps. Our target customers were anyone who will be in a 'snacking mode' during the derby.

Execution:

Starting off with communications before match day, all clients that open the app on the day get greeted with a pop-up banner, informing them of the opportunity and directing them to the game. Completion rewarded customers with discounts on certain Pladis products, which were chosen specifically for match day. Complementary products were also included to increase basket values. Achieving a CTR of almost 8%, shopping on match day was made fun thanks to Pladis's innovative thinking and Mimeda's technical capabilities.

Case Studies

Case Study - REWE Group Retail Media Connect and Unilever

Brand: Unilever
Retailer: REWE
Market: Germany

Key Results:

- **+30% Sales Uplift** in prioritised regions versus deprioritised ones.
- **+19% Increase in REWE Index** nationwide during campaign period.
- **+65% Improvement in Targeting Efficiency**: Conversion rate increased from 34% pre-optimisation to 56% post-optimisation.
- **Efficient Spend**: By excluding high-performing regions and focusing only on growth areas, every impression delivered measurable value.

Weather Doesn't Sell Ice Cream – Data Does: How Magnum Used Retail Media to Boost Sales in a Volatile Summer

Challenge

The summer of 2024 presented Magnum with a dual challenge: unpredictable weather conditions ranging from extended rain periods to sudden heat waves made sales forecasting nearly impossible. On top of that, past years had shown that even in sunny regions, demand for ice cream often fell short of expectations. The key insight? Good weather alone isn't enough to drive sales.

Idea

To combat underperformance and make the most of high-potential areas, Magnum and its partners developed a data-driven strategy that activated media only in regions where sunny weather coincided with low demand. The goal: drive incremental sales precisely where growth was needed.

Approach

Germany was segmented into 434 geo-units to account for regional differences at a granular level. For the first time in Retail Media, weekly product-level sales data from REWE were integrated alongside real-time weather data and media performance benchmarks. These data streams were combined into a custom KPI, developed by PHD and Annalect, to dynamically identify the best regions for activation.

Media buying was executed via The Trade Desk, continuously optimized based on updated KPIs. Dynamic video ads and digital out-of-home (dOOH) placements at REWE digital screens were only delivered in areas with sunny weather and low sales, maximising media efficiency and impact.

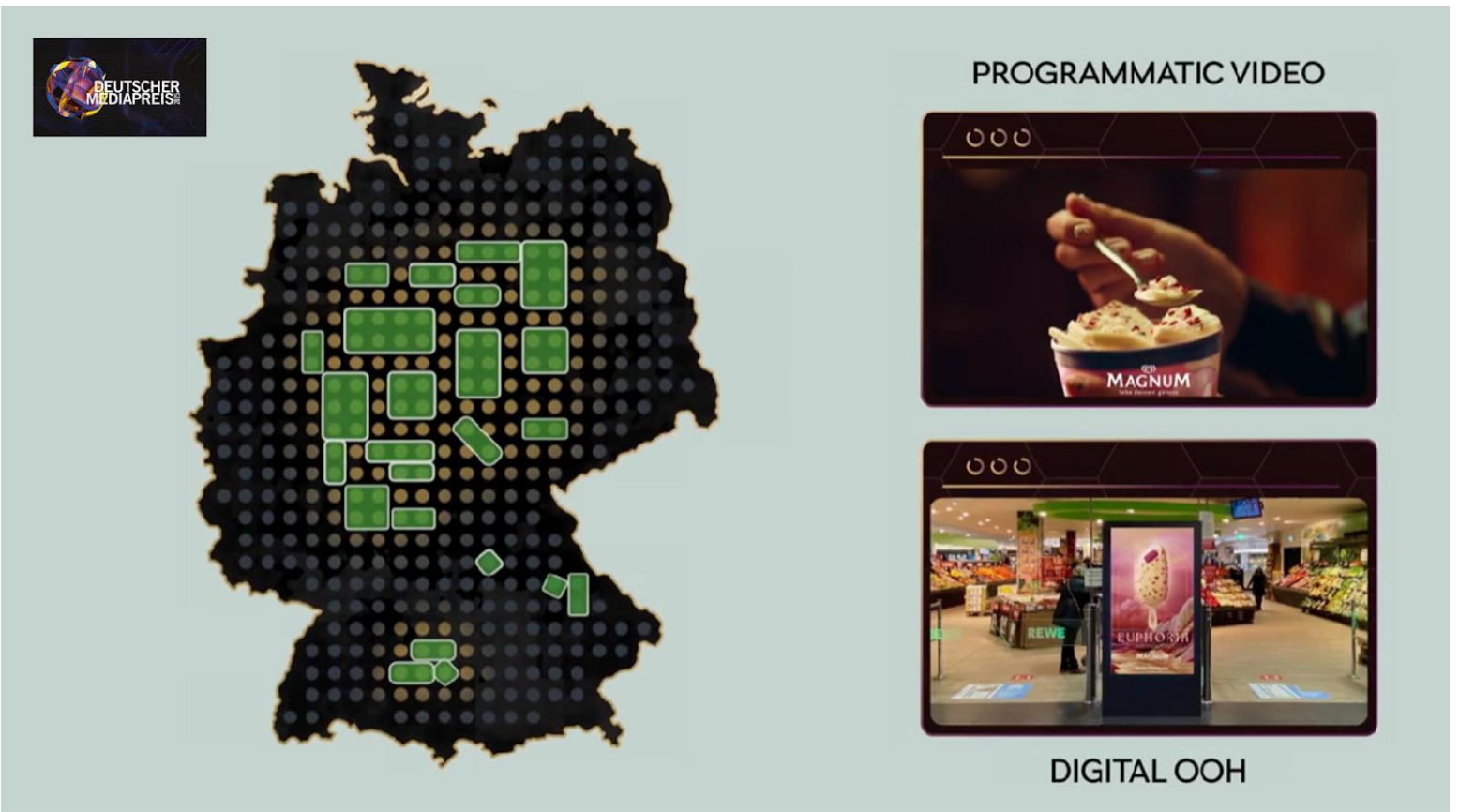
Execution

- **Custom KPI**: Combined live weather forecasts (past 3 and next 5 days), weekly REWE sales data, and media efficiency models to score regions in real time.
- **Geo-targeting**: 434 geographic segments enabled hyper-local media deployment.
- **Dynamic optimisation**: Weekly updates to the KPI and automated bid lists enabled agile media distribution.
- **Retail proximity**: Focus on dOOH and video ensured visibility near point of sale, right when and where shoppers were most receptive.

Case Studies

Case Study - REWE Group Retail Media Connect and Unilever

Magnum's 2024 summer campaign proves that demand is not just driven by temperature, but by intelligent targeting. By combining first-party retail data with weather forecasts and real-time media optimisation, Magnum achieved true precision at scale. The result: a campaign that didn't just follow the sun, but outperformed expectations.



Case Studies

Case Study - REWE Group Retail Media Connect and PepsiCo Germany

Brand: PepsiCo Germany
Retailer: REWE
Market: Germany

Key Results:

- **+37% sales uplift** in REWE stores with digital screens (vs. without), proven via A/B testing
- Over **50 million Retail Media impressions** across digital screens at REWE and Penny and eCommerce formats (e.g. Targeted onsite Display Ads, Sponsored Product Ads, Content Page)
- **11.5 million social media** views on REWE channels, with 56,000+ likes and 2,100+ comments
- **15.2 million TV impressions** via cut-ins during "I'm a Celebrity – Get Me Out of Here!"
- **1.6 million social reach** through influencer campaign with former reality TV stars
- **800 additional** in-store product displays placed in REWE stores

Pepsi Electric Blue is a bold new cola innovation targeting a younger, experimental audience seeking fresh taste experiences. To stand out in a saturated market dominated by established brands, PepsiCo launched a high-impact, data-driven omnichannel campaign in collaboration with REWE and PENNY in Germany. The goal: to drive visibility and trial exactly where purchase decisions are made – at the point of sale.

Retail Media was at the heart of the strategy, combining digital and physical activations in stores and online. These included targeted display ads on REWE.de, sponsored product ads, newsletters, and digital signage in over 1,000 markets. In-store, visibility was boosted through secondary placements and striking creative assets. An A/B test comparing stores with and without digital screens confirmed the channel's conversion power.

To extend reach, the campaign was embedded in a broader 360° media mix: Pepsi partnered with the German TV format "I'm a Celebrity – Get Me Out of Here!", deployed OOH ads near REWE locations, and launched a performance-driven influencer and video campaign. Social content was produced in a REWE store, featuring authentic shopper reactions and optimised for engagement. By tightly integrating data insights with media planning, Pepsi Electric Blue became a conversation starter in German retail, not just seen but purchased.

Contributors

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