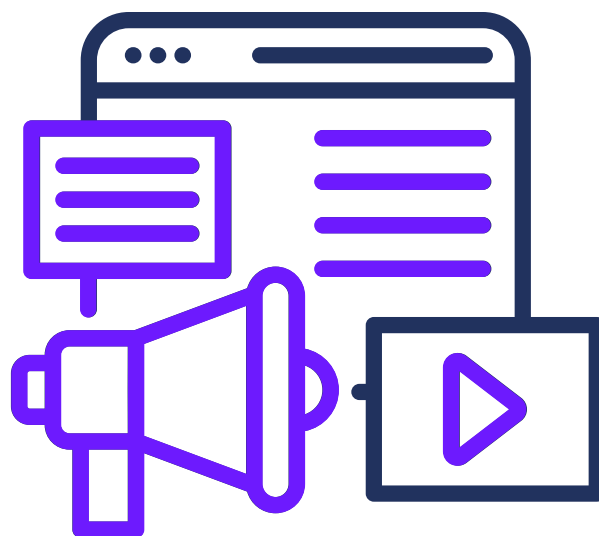


# RETAIL MEDIA BEST PRACTICES FOR BUYERS (BRANDS AND AGENCIES)

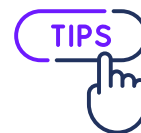
IAB EUROPE'S RETAIL & COMMERCE MEDIA COMMITTEE HAS CREATED A BITE-SIZED OVERVIEW OF RETAIL MEDIA BEST PRACTICES FOR BUYERS, INCLUDING BRANDS AND AGENCIES, TO SUPPORT THEM IN BUILDING AND SCALING SUCCESSFUL RETAIL OR COMMERCE MEDIA CAMPAIGNS.





## WHAT IS COMMERCE (INCL. RETAIL) MEDIA?

Commerce Media Networks, which includes Retail Media Networks, allow 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 in on-site, off-site, and in-store environments.



## TOP THREE TIPS FOR SUCCESS

### 1. ACTIVATE HOLISTICALLY ACROSS ON-SITE, OFF-SITE & IN-STORE

Do not limit your strategy to on-site banners. True Retail Media success lies in coordinating across the full shopper journey, from on-site product discovery to off-site re-engagement and in-store conversion.

### 2. PRIORITISE CUSTOMER-FIRST TARGETING & MEASUREMENT

Use retailer data to understand real shopping behaviour. Deliver tailored messaging aligned to where shoppers are, what they are doing, and their relationship with the product. Match success metrics accordingly.

### 3. CHOOSE RETAIL PARTNERS STRATEGICALLY

Collaborate with retailers who offer differentiated data access, omnichannel activation opportunities, and flexible buying models. Not all networks are created equal - choose based on a combination of your sales goals, brand goals, and the quality of the Retail Media Network.



## AUDIENCE TARGETING

### LEVERAGE RETAILER DATA ACROSS THE RETAIL MEDIA LANDSCAPE

**On-site:** Use intent-rich signals for conversion-led targeting (e.g., product search, loyal customers, cart abandoners).

**Off-site:** Extend audiences to programmatic, CTV, and social channels to drive and maintain engagement.

**In-store:** Use loyalty and purchase history to geo-target or trigger contextual messaging near the point of sale.

### MAXIMISE RELEVANCE USING PROVEN TARGETING FRAMEWORKS

Segment audiences using behavioural and transactional data - new-to-brand, high spenders, or adjacent categories. Personalise messaging in line with frameworks such as Byron Sharp's, balancing loyalty and penetration.

### SCALE WITH PRECISION

Drive meaningful reach by activating standardised audience segments available across multiple retailers, ensuring consistency and scale. For higher-value engagement, layer in custom-built segments that align closely with your brand's specific goals, such as re-engaging lapsed buyers or targeting complementary category shoppers. Use identity solutions, like clean rooms, to coordinate audience delivery and measurement across channels, including display, video, CTV, social, and more.

## MEASUREMENT & ATTRIBUTION



### ALIGN KPIS WITH PLACEMENT CONTEXT

**On-site:** Focus on ROAS, basket size, and conversion rate.

**Off-site:** Optimise for awareness, consideration, and engagement (e.g., video completion rate, unique reach).

**In-store:** Track uplift via loyalty card sales, coupon redemption, or test-and-control.

### AVOID ROAS MYOPIA

Not all campaigns should be judged by ROAS. For mid- and upper-funnel efforts, prioritise KPIs like product detail page views, brand lift, or share of shelf. Let campaign objectives define the measurement model.

### USE IAB EUROPE STANDARDS FOR CONSISTENCY

Standardisation of core metrics ensures better comparability. Seek retailers who adhere to IAB Europe's Retail Media [measurement standards](#) for campaign metrics and attribution.



## NAVIGATING RETAILER PARTNERSHIPS

### BUILD COLLABORATIVE, TRANSPARENT RELATIONSHIPS

- Get involved early in planning cycles - creative, data, and media must work in lockstep.
- Ask for visibility on inventory, pricing, and performance. Push for cross-channel activation (including in-store).
- Understand how each retailer structures buying (managed service, self-serve, or hybrid) and find the right fit.

### CO-DEVELOP THE MEASUREMENT APPROACH

Collaborate with retailers to align campaign objectives and KPIs. Consider the use of ID solutions, such as clean rooms, where appropriate.

### CHAMPION INTEGRATION ACROSS BRAND TEAMS

Involve brand, media, eCommerce, and shopper marketing functions to unlock more value. Retail Media can play across the funnel - bring it into above-the-line conversations.



## WATCHOUTS

### RETAIL MEDIA IS NOT JUST ON-SITE

Many buyers still equate Retail Media with search or display banners on retailer websites. In reality, off-site (CTV, social, open web) and in-store activations are critical for scale and brand building.

### IT IS NOT JUST FOR ECOMMERCE BRANDS

Non-endemic brands (e.g., finance, automotive, luxury) can also use retail data to target high-value audiences contextually.

### OVER-RELIANCE ON ROAS

ROAS is meaningful for lower-funnel, direct response, but should not be the default metric for brand or mid-funnel campaigns.

### RETAIL MEDIA ACTIVATIONS ARE STILL FRAGMENTED

While direct buys from preferred RMNs work well, consider platforms that consolidate access to multiple retailers for scale and efficiency.



#### GET MORE INSIGHT!

Head to IAB Europe's [Retail Media Hub](#) for more insight and content on Retail & Commerce Media in Europe  
[iabeurope.eu](https://iabeurope.eu)



#### GET INVOLVED!

Join IAB Europe's Retail & Commerce Media Committee to help shape the sector in Europe. Contact: Marie-Clare Puffett, Industry Development & Insights Director: [puffett@iabeurope.eu](mailto:puffett@iabeurope.eu)