



THE IAB EUROPE RETAIL MEDIA CERTIFICATION PROGRAMME

DRIVING TRANSPARENCY IN RETAIL
MEDIA MEASUREMENT

IAB EUROPE RETAIL MEDIA CERTIFICATION FOR AD TECH

IAB Europe's Retail Media Certification is an industry-recognised certification rewarding those that adhere to the [IAB Europe standards](#) across on-site and off-site Retail Media measurement. Compliance with these standards promotes a level playing field, enabling fair competition and fostering confidence in the validity of measurement outcomes. All certified companies can feature the 'IAB Europe Retail Media Certified' logo.

Core aims of the Programme

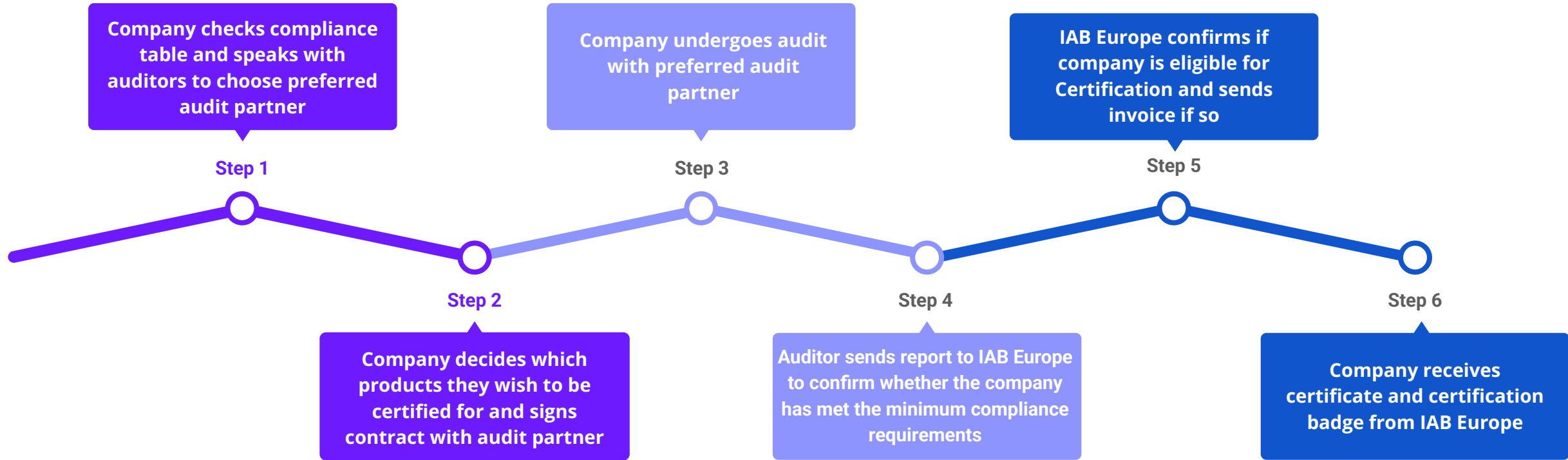
- Promote a level playing field and enable fair competition
- Promote transparency in the reporting of retail media campaigns
- Ensure retail media is held to the same standards as other digital media investments
- Support industry self-regulation

FAQs

Our [FAQs](#) provide more detail on the Programme and the audit process.



CERTIFICATION PROCESS & COSTS



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The Retail Media Certification Compliance Table outlines exactly what the independent auditors will check. Once the audit is complete, the auditor will present their findings to IAB Europe. If the company has met the minimum compliance requirements, they will receive certification. If not, they will have the opportunity to make necessary adjustments and submit those modifications for a re-audit.

Participating companies can choose to be certified for the entirety of their Retail Media Offering or for specific ad products, e.g. Sponsored Products on-site only and this will be declared in IAB Europe's reporting of certified companies.

There are two costs to factor in. Firstly, the independent audit will need to be paid for (fee is determined by independent auditor), and secondly, once the audit has been passed and the company wishes to receive certification, then a certification fee is due to IAB Europe. The certification fee for ad tech companies generating more than 50m+ Euros of media revenue per year will be 15,000 Euros, and those with less than 50m Euros of media revenue will be 7,500 Euros.

Participating companies will need to agree to IAB Europe's Certification Terms & Conditions and make the payment before receiving the certification badge.

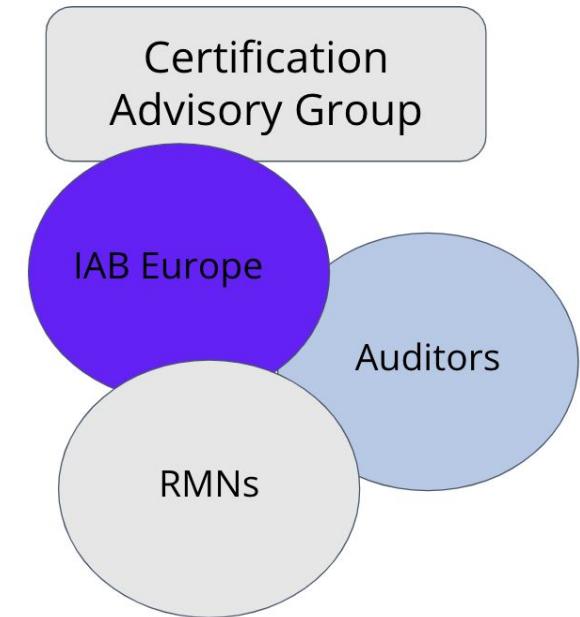
Certification is valid for two years from the date issued on the Certificate.



GOVERNANCE STRUCTURE

A Certification Advisory group, comprised of National Federations and IABs and the Chair of IAB Europe's Retail Media Committee, ensures we have the right expertise to make decisions on key milestones such as:

- The auditor(s) appointed to undertake the independent audits
- The certification process
- Governance of the certification programme
- Helping to develop the pilot phase and ensure we reach our goals for full rollout
- How we work with / partner with other bodies, such as the MRC



AUDITORS

Auditor's Role and Responsibilities

The auditor will hold a direct commercial relationship with the organisation being certified. It will also take guidance from IAB Europe. Its core responsibilities will include:

- Define the audit approach process
- Define recommended documentation & deliverables
- Review deliverables
- Ensure consistency in deliverables across Retail Media Networks (RMNs)
- Liaise with other auditors to ensure consistency

Auditor Overview

IAB Europe has selected three non-profit auditors for its test phase. More information for each auditor is available for companies interested in undergoing the audit.



**Alliance for
Audited Media**

HOW IT WORKS WITH NATIONAL CERTIFICATION PROGRAMMES

While several local certification programmes exist across Europe for digital media standards (e.g. IAB UK Gold Standard, IAB Sweden Gold Standard), there is currently no pan-European certification specifically for Retail Media. IAB Europe, as the developer of the pan-European Retail Media measurement standards, is well-positioned to fill this gap. IAB Europe and IAB UK are working closely to incorporate aspects of the European Retail Media Certification into the Gold Standard.

Additionally, IAB Europe and the Media Rating Council (MRC) have aligned efforts so that MRC-accredited European RMN measurement providers can use a validation letter from the MRC to demonstrate compliance with parts of IAB Europe's Retail Media certification requirements.



CORE BENEFITS

Build Credibility & Trust – Certification ensures that the retail media network meets industry standards, providing media buyers with reliable and professional partners. This in turn, instills trust.

Demonstrate Compliance & Transparency – Adhering to industry standards and best practices reduces risks related to fraudulent traffic, misreporting, or unethical advertising practices.

Enable More Efficient Media Buying / Planning - By working with Certified companies buyers can plan, execute and optimise campaigns with more clarity into the media metrics being used.

Support Self-Regulation - Play a pivotal role in shaping the future of a more transparent and accountable Retail Media industry.

Enable Fair Competition - Certification to industry agreed standards creates a level playing field for media sellers and ad tech companies.



RETAILERS CERTIFIED TO DATE

Two retailers - Nectar360, Sainsbury's retail media business, and Albert Heijn - are in the final stages of the compliance audit and are set to become the first certified retailers under the programme.

In parallel, IAB Europe is also launching a new beta phase of the certification programme tailored specifically for Ad Tech players that support the retail media ecosystem, expanding the programme's impact across the broader Retail Media ecosystem.

Read more [here](#).





FOR MORE INFORMATION CONTACT:
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VISIT THE WEBSITE: [here](#)