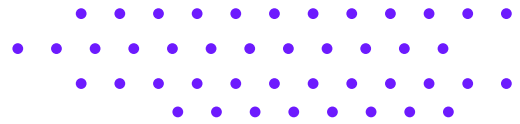




IAB EUROPE RETAIL MEDIA CERTIFICATION

DRIVING TRANSPARENCY IN RETAIL
MEDIA MEASUREMENT

OVERVIEW



THE **IAB EUROPE RETAIL MEDIA CERTIFICATION** IS AN INDUSTRY-RECOGNISED PROGRAMME THAT REWARDS ADHERENCE TO THE IAB EUROPE **MEASUREMENT STANDARDS** FOR ON AND OFF-SITE RETAIL MEDIA CAMPAIGNS. BY EARNING THIS CERTIFICATION, PARTICIPANTS CAN DEMONSTRATE THEIR COMMITMENT TO TRANSPARENCY, FAIRNESS, AND ACCOUNTABILITY IN RETAIL MEDIA REPORTING.

CORE AIMS OF THE PROGRAMME:

Fair Competition:

Align measurement practices with industry standards, creating a level playing field for all.

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Transparency:

Increase confidence in reporting capabilities with verified measurement practices.

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Industry Alignment:

Ensure that Retail Media is held to the same standards as other digital media investments.

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Support Self-Regulation:

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

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HOW TO BECOME CERTIFIED

The certification process will involve an independent audit that demonstrates compliance with all of the mandatory requirements as outlined in the **Compliance Table for Retailers** and the **Compliance Table for Ad Tech** for companies to achieve certification. If any gaps are identified, there will be an opportunity to make the necessary adjustments and resubmit for a re-audit against the areas that did not meet the requirements.

Once certified, your certification badge will be valid for two years, solidifying your position as a leader in Retail Media measurement.

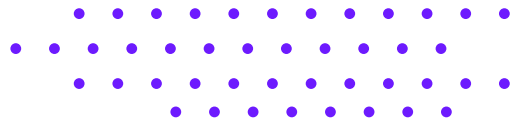
FAQS

Our **FAQs** provide more detail on the overall programme and the audit process.

WHO CAN PARTICIPATE?

After a successful beta phase, the programme is now **fully open to retailers** with an on-site and/or off-site Retail Media offering. A new beta phase is also available for ad tech companies supporting Retail Media.





KEY BENEFITS

Strengthen Buyer Confidence:

Certification signals to media buyers that your offering meets trusted industry standards, helping to build reliable partnerships.

Demonstrate Commitment to Quality:

Show that your organisation adheres to best practices in measurement, reducing risks of misreporting.

Enable Smarter Media Planning & Buying:

Provide advertisers with clearer, standardised metrics that support more effective campaign performance.

Stand Out in a Competitive Market:

showcase your leadership in transparency, accountability, and operational excellence.

Simplify Cross-Channel Investment:

Align Retail Media metrics with digital standards, making it easier for advertisers to evaluate performance across channels.

HOW TO APPLY

Retailers can now apply to become certified under IAB Europe's Retail Media Certification Programme. Join leading businesses, including **Nectar360** and **Albert Heijn**, already in the process, and demonstrate your commitment to transparent, standardised measurement practices in Retail Media.

DOWNLOAD OUR [OVERVIEW FOR RETAILERS HERE.](#)

Ad Tech companies supporting the Retail Media ecosystem are also invited to join the newly launched beta phase. Participants will gain early access to the certification framework, contribute valuable feedback, and prepare for full certification in 2026.

DOWNLOAD OUR [OVERVIEW FOR AD TECH COMPANIES HERE.](#)

Interested participants can [register interest here](#) to join the forefront of Retail Media excellence and take the first step toward earning IAB Europe Retail Media Certification.

LEARN MORE

For a deeper dive into the audit process, certification requirements, and more, visit our [webpage here](#) or email the team at retailmediastandards@iab europe.eu, who will be happy to answer any questions you have.

