



IAB EUROPE RETAIL MEDIA MEASUREMENT STANDARDS EXPLAINER

INTRODUCTION

This explainer provides a concise overview of the purpose, scope, and core metrics of IAB Europe's Retail Media Standards for On and Off-Site Measurement.

WHAT IS THE PURPOSE OF THE STANDARDS?

Our Retail Media Measurement Standards define a common language for evaluating Retail Media advertising. They aim to:

- Enable brands and agencies to compare performance across retailers
- Remove ambiguity around key metrics and methodologies
- Lay the groundwork for future enhancements (e.g., in-store measurement, video, certification)

HOW WERE THE STANDARDS DEVELOPED?

The process began with buy-side consultations to identify Retail Media measurement challenges. This was progressed through a 1.5-day workshop with retailers and Retail Media Networks (RMNs) to draft the standards, and concluded with an industry-wide public comment and consultation phase. We are currently planning to release a V2 in Q4 of 2025, which will include standards for Commerce Media measurement and further clarity on the definition of a sale.



WHAT IS THE SCOPE OF THE STANDARDS?

On & Off-Site Retail Media

The standards apply to all online Retail Media, including on- and off-site activations, covering:

- Sponsored product, display, and video ads
- Attribution metrics
- Customer insights

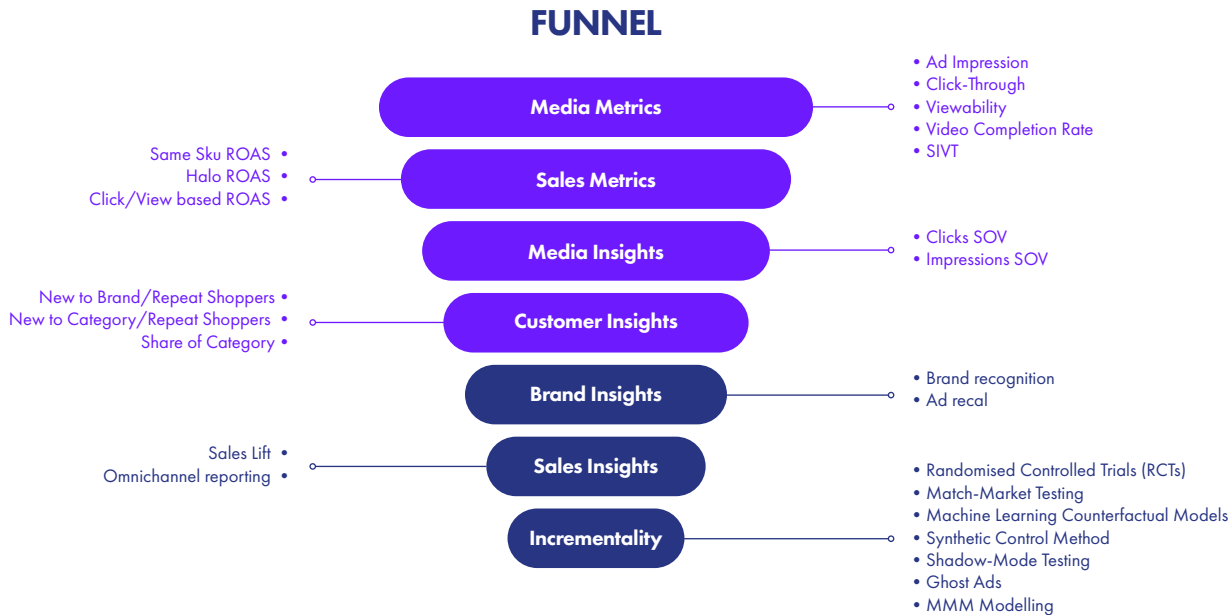
Certification to demonstrate compliance with these standards is open to retailers and ad technology companies.

In-Store Retail Media

We have also published measurement standards for in-store digital Retail Media; however, certification for these standards has not yet been developed.

WHAT ARE THE CORE COMPONENTS?

The core components of the standards are highlighted in purple in the following measurement funnel:



MEDIA METRICS

Metric	Definition Summary
Ad Impression	Ad delivered and begins rendering, regardless of viewability
Click-Through	User-initiated click that lands on product, brand, or cart page
Viewability (Display & Video)	50% pixels in view for ≥1 s (display) or ≥2s (video)
Video Completion Rate	Percentage of video ads played to the end
Viewability for Sponsored Products	Not in scope until 2026. Will be aligned to the viewability definition for display and video.
Sophisticated Invalid Traffic	SIVT filtration, in accordance with MRC/IAB guidelines, should be adopted. Outcome measures that don't incorporate SIVT filtration should be properly labelled.

ATTRIBUTION METRICS

Metric	Definition Summary
ROAS	<ul style="list-style-type: none">• Sales attributable to click or view, divided by ad spend• Report click-based and view-based ROAS separately
Lookback Windows	<ul style="list-style-type: none">• Default 30-day post-click and post-view• Flexible window options (e.g., 7-day FMCG, 30-day electronics) should also be available
SKU & Halo Attribution	<ul style="list-style-type: none">• Same-SKU: Includes all variants of a clicked product• Halo: Same brand, same category lift; future versions may allow custom definitions
Sales Extrapolation	Retailers must disclose extrapolation methods and assumptions

INSIGHTS

Metric	Definition Summary
ROAS	<ul style="list-style-type: none">• Sales attributable to click or view, divided by ad spend• Report click-based and view-based ROAS separately
Lookback Windows	<ul style="list-style-type: none">• Default 30-day post-click and post-view• Flexible window options (e.g., 7-day FMCG, 30-day electronics) should also be available
SKU & Halo Attribution	<ul style="list-style-type: none">• Same-SKU: Includes all variants of a clicked product• Halo: Same brand, same category lift; future versions may allow custom definitions
Sales Extrapolation	Retailers must disclose extrapolation methods and assumptions

WHAT ARE THE BENEFITS OF ADOPTION?

- Consistent, comparable metrics across retailers and markets
- Improved transparency and trust for brands and agencies
- Streamlined reporting processes and reduced disputes

WHAT'S NEXT?

We are currently planning to release a V2 of the standards in Q4 of 2025, which will include standards for Commerce Media measurement and further clarity on the definition of a sale.

For more information, please visit our [Retail Media Hub](#) or contact us at communication@iabeurope.eu