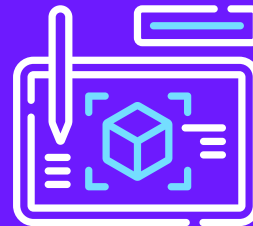September 2025

IAB EUROPE
RETAIL MEDIA
PRODUCT MATRIX

iabeurope.eu

INTRODUCTION

The IAB Europe Retail Media Product Matrix provides a clear, one-page overview of the advertising products available across on-site and off-site Retail Media, along with the key drivers and KPIs commonly used.

Inspired by the BVDW Product and Verticals Portfolio, created by its Retail Media Circle (RMC), this resource complements IAB Europe's wider suite of Retail Media guidance, all accessible via our Retail Media Hub.

ADVERTISING

VERTICAL	ON-SITE						OFF-SITE			PARTNER PROGRAMS	CONTENT
	LOYALTY APP	WEBSITE*	MARKETPLACE	E-COMMERCE / ONLINE SHOP	EMAILS	IN-STORE	EXTENDED AUDIENCES (OPEN WEB / PMPS)	SOCIAL	SEARCH		
KEY DRIVER	REACH	VISITS	GMV	SALES	SUBSCRIBER	FREQUENCY	REACH	REACH	VISITS	ADDITIONAL REVENUES	REACH
MEASUREMENT KPI	IMPRESSIONS, CLICKS, VIEWS	IMPRESSIONS, CLICKS, VIEWS	CLICKS, SALES	CLICKS, SALES	MAIL OPENINGS, CLICKS	PLAY OUTS, REACH, IMPRESSIONS, VIEWS	IMPRESSIONS, VIEWS	IMPRESSIONS, CLICKS, VIEWS	CLICKS, SALES	CLICKS, SALES	IMPRESSIONS, VIEWS
SPONSORED PRODUCTS			●	●	●	●	●	●		●	●
SPONSORED DISPLAY	●	●	●	●	●						
DISPLAY AND VIDEO	●	●	●	●	●		●	●			●
TENANCIES / TAKEOVERS		●	●	●						●	
TEXT ADS	●	●	●	●					●		
LOGISTICS BRANDING			●	●							
PUBLISHER DISPLAY AND VIDEO							●				●
CONNNECTED TV							●				●
DIGITAL AUDIO							●				●
EDITORIALS											●
DIGITAL SCREENS						●					
AUDIO						●					
CONNECTED SHOPPING						●					
PRINTED / STATIC						●					
EXPERIENTIAL						●					

*WEBSITE ONLY REFERS TO A WEBSITE WHERE PURCHASES ARE NOT MADE

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