

# Retailer Digital Advertising Capability Map

April 2026 · Self-declared capabilities

## GROCERY

Tesco Media & Insight Platform  
 Endless Retail Media Solutions  
 Albert Heijn Retail Media Services  
 Mimedia  
 Jumbo Retail Media  
 Unlimitail  
 ICA Retail Media  
 REWE Group Retail Media Connect  
 Albert Česká Republika

Nectar 360  
 Co-op Media Network  
 Lidl  
 Kaufland interact

## QUICK-COMMERCE & DELIVERY

Just Eat Takeaway.com  
 Glovo  
 Deliveroo  
 LS Eleven Media Services

Wolt Ads

## BEAUTY & FASHION

Zalando Partner Marketing Services  
 Asos Media Group  
 Boots Media Group  
 Douglas Marketing Solutions

## MARKETPLACES & MULTI-CATEGORY

Very Media Group

OBI First Media Group  
 bol.com  
 Kleinanzeigen

## TRAVEL

Booking.com

## CONSUMER ELECTRONICS

MediaMarktSaturn

## About this map

### CONTEXT

IAB Europe forecasts Retail Media ad spend in Europe to reach €31bn by 2028. As the number of Retail Media Networks continues to grow, it is important that brands are able to easily assess where to invest. This is why IAB Europe has created the Retailer Capability Map.

### WHAT IS IT?

The IAB Europe Retailer Capability Map provides information about the on-site, off-site and in-store opportunities offered by retailers operating in Europe, as well as the targeting and measurement options available. Capabilities are self-declared and not verified by IAB Europe.

### WHO IS IT FOR?

Media buyers and brands can use the Map to compare retailer offerings and assess retailer maturity.

### HOW CAN MY BUSINESS BE INCLUDED?

If you are a retailer or retail media network interested in joining the Map, please email Marie-Clare Puffett at puffett[at]iab europe.eu

28

RETAILERS

6

SECTORS

34+

CAPABILITIES TRACKED

### LEGEND



= Standard capability



= Additional capability

# GROCERY

13 retailers · IAB Europe Retailer Capability Map · April 2026 · 1 of 3

	Tesco Media	Endless	Albert Heijn	Mimeda	Jumbo	Unlimitail	ICA	REWE Connect	Albert Cseká	Nectar360	Co-op	Lidl	Kaufland
<b>AD TECHNOLOGY, MARKETS &amp; OFFERING MODEL</b>													
<b>Market / Region</b>	UK	Portugal	Netherlands	MENA	Belgium, The Netherlands	Global - European countries plus others	Sweden	Germany	Czech Republic	UK	UK	Germany, Ireland, Spain, Italy, UK, Slovakia, Czech Republic, Poland, Romania, Switzerland	Germany, Romania
<b>On-site tech</b>	Epsilon, Google, SKAI, Pacvue	Kevel Audience, Kevel Ad Server	Adhese, Segment, BlueBillyWig, Gambit	M-Link (Our Self-Service Platform)	Google AdManager, Stream, Adobe Experience Manager, custom build, BlueBillyWig	EPSILON Retail media et Liveramp, The Trade Desk, DV360, Social Networks (Meta / TikTok / Snapchat / YouTube / Pinterest), Broadcasters (TFI Pub / M6Publicité / FTV Publicité / RMC BFM Ads), Press (Le Figaro), DPG	Google Ad Manager (GAM), CitrusAd, Pentaleap, Google Analytic, GCP	CitrusAd, Google Ad Exchange	Adobe, Google	Epsilon, Rokt	—	Criteo, own solution	own solution
<b>Off-site tech</b>	Meta, Pinterest, Trade Desk, ITV, C4, Sky, LiveRamp, Infosum, Google	Meta, Instagram, Google, YouTube, DV360	Adhese, Infosum, Segment, Xandr, DV360, Meta, DPG, Google	Trade Desk, DV360, Adform, Meta, TikTok	Google DV360, Meta	EPSILON Retail media et Liveramp, The Trade Desk, DV360, Social Networks (Meta / TikTok / Snapchat / YouTube / Pinterest), Broadcasters (TFI Pub / M6Publicité / FTV Publicité / RMC BFM Ads), Press (Le Figaro), DPG	DV360, The Trade Desk, META, Google Analytic Hub	LiveRamp, The Trade Desk, cmmrcly	Meta, Google (Google Ads / DV360 / CM360), Sklik, AdForm (linked with DV360), Firebase, Google Play Store, YouTube	The Trade Desk, DV360, YouTube, Meta, Spotify (Argos only), TikTok (Argos only), Influencers (Argos only), Sky, Virgin Media, C4 Infosum, Pubmatic	LiveRamp	TTD, DV360, AA, Meta, Youtube, Google, TikTok	TTD, DV360, AA, Meta, Youtube, Google, TikTok
<b>In-store tech</b>	Barrows, Pixel, JC Decaux	In-Store Media	Gambit	Pixage Koç Sistem, M-Link	LDSK, MyAdBooker	Mediapformance, Instore Media, JC Decaux, Fill up Media, POS Media	VisualArt	SSPI	Technology: TV Samsung	Bauer, Broadsign, KMS	—	SSPI, Adtrac, Hivestack	SSPI, Adtrac, Hivestack
<b>In-house offering</b>	Yes, for all of our offering	Yes, for all of our offering	Yes, for all of our offering	Yes, for all of our offering	Yes, for all of our offering	Yes, for some of our offering	Yes, for all of our offering	Yes, for some of our offering	Yes, for some of our offering	Yes, for some of our offering	Yes, for all of our offering	Yes, for all of our offering	Yes, for all of our offering
<b>Third-party</b>	No	Yes	Yes	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes
<b>ON-SITE</b>													
Display Ads	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Video Ads	✔	✔	✔	—	—	✔	—	—	—	—	—	—	✔
Sponsored / Search	✔	✔	✔	✔	✔	✔	✔	✔	—	✔	✔	✔	✔
Branded Experiences	✔	✔	✔	✔	✔	✔	✔	✔	—	✔	✔	✔	✔
Sponsored Display	✔	✔	✔	✔	✔	✔	✔	✔	—	✔	—	✔	✔
Gamification	—	✔	—	—	—	—	—	—	✔	—	—	—	—
Branded recipes	—	—	✔	—	✔	—	—	—	—	—	—	—	—
Incentive Ads	—	—	—	—	—	✔	—	✔	—	—	—	—	—
<b>OFF-SITE</b>													
Display Ads	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
Social Ads	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
CTV	✔	—	—	✔	—	✔	—	✔	—	✔	—	✔	✔
Digital Video	✔	✔	✔	✔	✔	✔	✔	✔	—	✔	—	✔	✔
DOOH	✔	—	—	✔	✔	—	—	✔	✔	✔	—	—	—
Digital Coupons	—	✔	—	—	—	—	✔	—	—	—	—	—	—
Delivery van branding	—	—	✔	—	✔	—	—	—	—	—	—	—	—
Branded Content	—	—	—	—	✔	—	—	—	—	—	—	—	—
Audio (Podcast and Radio)	—	—	—	—	—	—	—	—	—	✔	—	—	—

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	Tesco Media	Endless	Albert Heijn	Mimeda	Jumbo	Unlimitail	ICA	REWE Connect	Albert Česká	Nectar360	Co-op	Lidl	Kaufland
<b>IN-STORE</b>													
Digital Screens	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Audio	✓	—	✓	✓	✓	✓	—	✓	✓	✓	✓	—	✓
Connected Shopping	✓	✓	✓	—	—	✓	—	✓	—	✓	—	—	—
Handscanners	✓	✓	✓	—	✓	✓	—	—	—	✓	—	—	—
Magazine	✓	—	—	—	—	—	—	—	—	—	—	—	—
Coupons	✓	—	—	—	—	—	—	—	—	—	—	—	—
In-Store Sampling	✓	—	—	—	—	—	—	—	—	—	—	—	—
<b>TARGETING</b>													
Keyword	✓	✓	✓	✓	✓	✓	✓	✓	—	✓	✓	✓	✓
Page / Category	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	—	✓	✓
Customer Data	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	—	✓	✓
Contextual	✓	✓	✓	✓	✓	✓	✓	✓	—	✓	—	✓	✓
SKU	✓	✓	✓	✓	✓	✓	✓	—	—	✓	—	✓	✓
Lookback Windows	✓	✓	✓	✓	✓	✓	✓	✓	—	✓	—	✓	✓
Product Rec.	—	—	✓	—	—	✓	—	—	—	✓	—	—	—
Science-Led Predictive Audiences	✓	—	—	—	—	—	—	✓	—	✓	—	—	—
Shopper brand engagement	✓	—	—	—	—	—	—	—	—	—	—	—	—
Seasonal & events focused	✓	—	—	—	—	—	—	—	—	—	—	—	—
Behavioural	✓	✓	—	—	—	—	—	—	—	—	—	—	—
Demographic	✓	✓	—	—	—	—	—	—	—	—	—	—	—
Subcategory level targeting	✓	—	—	—	—	—	—	—	—	—	—	—	—
Look-a-like (e.g. Meta and Pinte...	✓	—	—	—	—	—	—	—	—	—	—	—	—
Tesco own segmentation (Loyalty...	✓	—	—	—	—	—	—	—	—	—	—	—	—
Navigational	—	✓	—	—	—	—	—	—	—	—	—	—	—
Geographic	—	✓	—	—	—	—	—	—	—	—	—	—	—
Own Client Segmentations	—	✓	—	—	—	—	—	—	—	—	—	—	—
Predictive	—	✓	—	—	—	—	—	—	—	—	—	—	—
Look-a-Like	—	✓	—	—	—	—	—	—	—	—	—	—	—
Geo-targeting	—	—	✓	—	—	—	—	—	—	—	—	—	—
Propensity to buy	—	—	—	—	—	—	✓	—	—	—	—	—	—
Customer segmentation	—	—	—	—	—	—	✓	—	—	—	—	—	—
Custom Audiences	—	—	—	—	—	—	—	✓	—	✓	—	—	—
Geo-Targeting	—	—	—	—	—	—	—	✓	—	✓	—	—	—
Distribution Targeting	—	—	—	—	—	—	—	✓	—	✓	—	—	—
Weather Targeting	—	—	—	—	—	—	—	✓	—	✓	—	—	—
Transaction-based Targeting	—	—	—	—	—	—	—	✓	—	✓	—	—	—
IPD informed via Co-op Compass	—	—	—	—	—	—	—	—	—	—	✓	—	—
<b>MEDIA METRICS</b>													
Ad Impression	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	—	✓	✓
Click-Through	✓	✓	✓	✓	✓	✓	✓	✓	✓	—	—	✓	✓
Viewability	—	✓	✓	✓	✓	✓	✓	—	—	—	—	✓	✓
Video Completion	✓	✓	✓	✓	—	✓	—	—	—	—	—	—	✓
SIVT	✓	✓	—	✓	—	✓	—	—	—	—	—	—	—
<b>SALES METRICS</b>													
Same SKU ROAS	✓	✓	✓	—	✓	✓	✓	✓	—	✓	—	✓	✓
Halo ROAS	✓	✓	✓	—	✓	✓	✓	—	—	—	—	✓	✓
Click ROAS	✓	✓	✓	✓	✓	✓	✓	✓	—	—	—	✓	✓
View ROAS	✓	✓	✓	—	✓	✓	✓	—	—	—	—	✓	✓
30-Day Lookback	✓	✓	✓	✓	—	✓	✓	—	—	—	—	✓	✓

# GROCERY

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	Tesco Media	Endless	Albert Heijn	Mimeda	Jumbo	Unlimitail	ICA	REWE Connect	Albert Česká	Nectar360	Co-op	Lidl	Kaufland
Flex Lookback	—	✓	✓	—	✓	✓	✓	—	—	—	—	✓	✓
Sales Extrapolation	✓	—	✓	—	—	✓	✓	—	—	—	—	—	—
CLTV	✓	—	—	—	—	—	—	—	—	—	—	—	—
<b>INSIGHTS</b>													
Clicks SOV	—	✓	—	✓	✓	✓	✓	—	—	✓	—	—	—
Impressions SOV	✓	✓	—	✓	—	✓	✓	—	—	—	—	—	—
New to Brand	✓	✓	✓	✓	✓	✓	✓	✓	—	✓	—	✓	✓
New to Category	✓	✓	✓	✓	✓	✓	✓	—	—	—	—	✓	✓
Brand Recognition	✓	—	✓	—	—	✓	—	✓	—	✓	—	✓	✓
Ad Recall	✓	—	✓	✓	—	✓	—	✓	—	—	—	✓	✓
<b>SALES INSIGHTS</b>													
Sales Lift	✓	—	✓	✓	✓	✓	✓	✓	—	—	✓	✓	✓
Omnichannel	✓	✓	✓	✓	—	✓	✓	—	—	—	—	✓	✓
MMM	—	—	—	✓	—	—	—	—	—	—	—	—	—
<b>INCREMENTALITY</b>													
RCTs	✓	✓	—	—	—	✓	✓	—	—	✓	—	✓	✓
Match-Market	✓	—	—	—	—	✓	—	✓	—	✓	—	—	—
ML Counterfactual	—	—	—	—	—	—	—	—	—	✓	—	—	—
Synthetic Control	—	—	✓	—	—	—	—	—	—	✓	—	—	—
Shadow-Mode	—	—	✓	—	—	—	—	—	—	✓	—	—	—
Ghost Ads	—	—	—	—	—	—	—	—	—	✓	—	—	—
Retrospective controls	✓	—	—	—	—	—	—	—	—	—	—	—	—
<b>REPORTING</b>													
Net Sales	—	—	✓	✓	—	—	—	—	✓	✓	—	—	—
Gross Sales	✓	✓	—	—	✓	✓	✓	✓	✓	—	✓	✓	✓

# QUICK-COMMERCE & DELIVERY

5 retailers · IAB Europe Retailer Capability Map · April 2026 · 1 of 2

	Just Eat Takeaway	Glovo	Deliveroo	LS Eleven	Wolt
<b>AD TECHNOLOGY, MARKETS &amp; OFFERING MODEL</b>					
<b>Market / Region</b>	Global - European countries plus others	Global - European countries plus others	MENA, Belgium, France, Italy, UK	UK	Global - European countries plus others
<b>On-site tech</b>	Owned Technology, TopSort, ROKT, Sovendus	Owned technology (Delivery Hero)	In house, Criteo, ROKT, Google Ads Manager	Criteo, Algolia	In house, AppsFlyer, Koddii
<b>Off-site tech</b>	—	Zeotap, Happydemic, DV360 and Meta	Epsilon, Criteo - Commerce Grid	Liveramp	Symbiosis, StackAdapt, Trade Desk, DV360, Magnite
<b>In-store tech</b>	—	—	—	Bauer, Scratch	—
<b>In-house offering</b>	Yes, for some of our offering	Yes, for all of our offering	Yes, for some of our offering	Yes, for some of our offering	Yes, for some of our offering
<b>Third-party</b>	Yes	Yes	—	Yes	Yes
<b>ON-SITE</b>					
Display Ads	✔	✔	✔	✔	✔
Video Ads	—	—	✔	✔	—
Sponsored / Search	✔	✔	✔	✔	✔
Branded Experiences	✔	✔	✔	✔	✔
Sponsored Display	✔	✔	—	—	✔
<b>OFF-SITE</b>					
Display Ads	—	✔	✔	✔	✔
Social Ads	—	✔	✔	✔	✔
CTV	—	✔	—	—	✔
Digital Video	—	✔	—	—	✔
DOOH	—	—	—	✔	✔
<b>IN-STORE</b>					
Digital Screens	✔	—	—	✔	—
Audio	—	—	—	✔	—
Connected Shopping	—	—	—	✔	—
Handscanners	—	—	—	✔	—
Digital Vending Machines	—	—	—	✔	—
Hologram	—	—	—	✔	—
ATMs	—	—	—	✔	—
<b>TARGETING</b>					
Keyword	✔	✔	✔	✔	✔
Page / Category	✔	✔	—	✔	✔
Customer Data	—	✔	✔	✔	✔
Contextual	✔	—	✔	✔	—
SKU	—	✔	✔	✔	✔
Lookback Windows	✔	✔	✔	✔	✔
Product Rec.	✔	—	✔	✔	—
Custom Audiences	—	—	—	—	✔
<b>MEDIA METRICS</b>					
Ad Impression	✔	✔	✔	✔	✔
Click-Through	✔	✔	✔	✔	✔
Viewability	✔	✔	✔	—	✔
Video Completion	—	✔	✔	—	✔
SIVT	—	—	—	—	—
<b>SALES METRICS</b>					
Same SKU ROAS	—	✔	—	✔	✔
Halo ROAS	—	—	✔	✔	✔
Click ROAS	✔	✔	✔	✔	✔
View ROAS	—	✔	—	✔	—
30-Day Lookback	—	—	—	✔	✔

# QUICK-COMMERCE & DELIVERY

5 retailers · IAB Europe Retailer Capability Map · April 2026 · 2 of 2

	Just Eat Takeaway	Glovo	Deliveroo	LS Eleven	Wolt
Flex Lookback	✔	—	—	✔	✔
Sales Extrapolation	—	✔	✔	✔	—
<b>INSIGHTS</b>					
Clicks SOV	—	—	—	—	—
Impressions SOV	—	—	—	—	—
New to Brand	✔	✔	—	✔	✔
New to Category	✔	✔	—	✔	✔
Brand Recognition	—	✔	—	—	—
Ad Recall	—	✔	✔	—	—
<b>SALES INSIGHTS</b>					
Sales Lift	✔	✔	✔	✔	✔
Omnichannel	—	—	—	✔	—
MMM	—	—	—	—	—
<b>INCREMENTALITY</b>					
RCTs	—	—	—	—	—
Match-Market	—	—	—	—	—
ML Counterfactual	—	—	—	—	—
Synthetic Control	—	—	—	—	—
Shadow-Mode	—	—	—	—	—
Ghost Ads	—	—	—	—	✔
<b>REPORTING</b>					
Net Sales	—	—	—	—	—
Gross Sales	✔	✔	✔	✔	✔

# BEAUTY & FASHION

4 retailers · IAB Europe Retailer Capability Map · April 2026 · 1 of 2

	Zalando	Asos	Boots	Douglas
<b>AD TECHNOLOGY, MARKETS &amp; OFFERING MODEL</b>				
<b>Market / Region</b>	Europe, Austria, Belgium, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Latvia, Netherlands, Norway, Poland, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, UK, Estonia, Lithuania	Europe, USA	UK	Austria, Belgium, France, Germany, Italy, Netherlands, Poland, Spain, Switzerland
<b>On-site tech</b>	–	Google (Display Ads), Criteo (Sponsored Ads), Braze (CRM)	Criteo (website), Airship (app)	Criteo RMP
<b>Off-site tech</b>	Google/Youtube, Meta, Tiktok, Snapchat, Pinterest	–	Liveramp, InfoSum, Channel 4, ITV, Meta, Pinterest, TTD	The Trade Desk, cmmrc.ly, Criteo
<b>In-store tech</b>	–	–	ImageSound (audio for instore), Pixel (screens)	Broadsign Direct
<b>In-house offering</b>	Yes, for all of our offering	Yes, for all of our offering	Yes, for some of our offering	Yes, for some of our offering
<b>Third-party</b>	No	No	Yes	Yes
<b>ON-SITE</b>				
Display Ads	✔	✔	✔	✔
Video Ads	✔	✔	–	✔
Sponsored / Search	✔	✔	✔	✔
Branded Experiences	✔	–	✔	–
Sponsored Display	✔	✔	✔	✔
Video formats (Catalogue Spotting...)	–	–	–	⊙
Product testing products	–	–	–	⊙
<b>OFF-SITE</b>				
Display Ads	✔	–	✔	✔
Social Ads	✔	✔	✔	✔
CTV	✔	–	✔	✔
Digital Video	✔	–	–	✔
DOOH	✔	–	✔	✔
<b>IN-STORE</b>				
Digital Screens	–	–	✔	✔
Audio	–	–	✔	–
Connected Shopping	–	–	–	–
Handscanners	–	–	–	–
Digital Screens (window screens ...)	–	–	–	⊙
<b>TARGETING</b>				
Keyword	–	✔	✔	✔
Page / Category	✔	✔	✔	✔
Customer Data	✔	✔	✔	✔
Contextual	✔	✔	✔	✔
SKU	✔	✔	✔	–
Lookback Windows	✔	✔	✔	✔
Product Rec.	✔	✔	–	✔
Brand affinity targeting	⊙	–	–	–
Behavioural targeting (viewed PD...)	⊙	–	–	–
Affinity targeting (price range,...)	⊙	–	–	–
Demographic & geographic	⊙	–	–	–
<b>MEDIA METRICS</b>				
Ad Impression	✔	✔	✔	✔
Click-Through	✔	✔	✔	✔
Viewability	✔	✔	–	✔
Video Completion	✔	–	–	✔
SIVT	–	–	–	–

# BEAUTY & FASHION

4 retailers · IAB Europe Retailer Capability Map · April 2026 · 2 of 2

	Zalando	Asos	Boots	Douglas
<b>SALES METRICS</b>				
Same SKU ROAS	✓	✓	✓	✓
Halo ROAS	✓	✓	✓	—
Click ROAS	✓	✓	✓	✓
View ROAS	—	✓	✓	✓
30-Day Lookback	—	✓	—	—
Flex Lookback	—	—	—	✓
Sales Extrapolation	—	—	—	—
<b>INSIGHTS</b>				
Clicks SOV	✓	—	—	✓
Impressions SOV	✓	✓	—	✓
New to Brand	✓	✓	✓	✓
New to Category	—	✓	✓	✓
Brand Recognition	—	—	—	—
Ad Recall	—	—	—	—
<b>SALES INSIGHTS</b>				
Sales Lift	✓	✓	✓	✓
Omnichannel	✓	—	✓	✓
MMM	—	—	—	—
<b>INCREMENTALITY</b>				
RCTs	—	—	—	—
Match-Market	—	—	—	—
ML Counterfactual	—	—	—	—
Synthetic Control	—	—	—	—
Shadow-Mode	—	—	—	—
Ghost Ads	✓	—	—	—
<b>REPORTING</b>				
Net Sales	—	—	—	✓
Gross Sales	✓	—	✓	—

# MARKETPLACES & MULTI-CATEGORY

4 retailers · IAB Europe Retailer Capability Map · April 2026 · 1 of 2

	Very	OBI First	bol.com	Kleinanzeigen.de
<b>AD TECHNOLOGY, MARKETS &amp; OFFERING MODEL</b>				
Market / Region	UK	Austria, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia, Slovenia, Switzerland	Belgium, Netherlands	Germany
On-site tech	Criteo, Constructor	Topsort	Google Admanager, DV360, Kevel, High Touch	Zeotap, Google, Index Exchange, Amazon TAM, Magnite, Criteo
Off-site tech	Google, YouTube, TikTok, Meta, Pinterest, Movable Ink, Awinn	AdAlliance/RTL, Decentria, Google, Meta,	DV360, Infosum	Zeotap
In-store tech	—	SSP1	—	—
In-house offering	Yes, for all of our offering	Yes, for all of our offering	Yes, for some of our offering	Yes, for all of our offering
Third-party	No	Yes	No	No
<b>ON-SITE</b>				
Display Ads	✔	✔	✔	✔
Video Ads	✔	—	✔	✔
Sponsored / Search	✔	✔	✔	✔
Branded Experiences	✔	✔	✔	—
Sponsored Display	✔	✔	—	✔
CRM activations (e.g., InApp Mes...	—	✔	—	—
Branded Shelves	—	—	✔	—
<b>OFF-SITE</b>				
Display Ads	✔	✔	✔	—
Social Ads	✔	✔	✔	—
CTV	✔	✔	—	✔
Digital Video	✔	✔	✔	—
DOOH	✔	—	—	—
Experiential Events	✔	—	—	—
Influencer	✔	—	—	—
Print	✔	—	—	—
Brand engagement formats	—	✔	—	—
Influencer cooperations	—	✔	—	—
<b>IN-STORE</b>				
Digital Screens	—	✔	—	—
Audio	—	✔	—	—
Connected Shopping	—	✔	—	—
Handscanners	—	—	—	—
<b>TARGETING</b>				
Keyword	✔	✔	✔	✔
Page / Category	✔	✔	✔	✔
Customer Data	✔	✔	✔	—
Contextual	✔	✔	✔	✔
SKU	✔	✔	✔	—
Lookback Windows	✔	✔	✔	—
Product Rec.	—	✔	—	✔
<b>MEDIA METRICS</b>				
Ad Impression	—	✔	✔	✔
Click-Through	✔	✔	✔	✔
Viewability	—	✔	✔	✔
Video Completion	—	✔	—	—
SIVT	—	—	—	—
<b>SALES METRICS</b>				
Same SKU ROAS	—	✔	✔	—

# MARKETPLACES & MULTI-CATEGORY

4 retailers · IAB Europe Retailer Capability Map · April 2026 · 2 of 2

	Very	OBI First	bol.com	Kleinanzeigen.de
Halo ROAS	—	✔	✔	—
Click ROAS	—	✔	✔	—
View ROAS	—	✔	✔	—
30-Day Lookback	—	✔	✔	—
Flex Lookback	—	✔	✔	—
Sales Extrapolation	—	—	✔	—
<b>INSIGHTS</b>				
Clicks SOV	—	✔	✔	—
Impressions SOV	—	✔	✔	—
New to Brand	—	✔	✔	—
New to Category	—	✔	✔	—
Brand Recognition	—	✔	✔	✔
Ad Recall	—	✔	✔	✔
<b>SALES INSIGHTS</b>				
Sales Lift	—	✔	—	—
Omnichannel	—	✔	—	—
MMM	—	—	—	—
<b>INCREMENTALITY</b>				
RCTs	—	✔	—	—
Match-Market	—	✔	—	—
ML Counterfactual	—	—	—	—
Synthetic Control	—	—	—	—
Shadow-Mode	—	—	—	—
Ghost Ads	—	—	—	—
<b>REPORTING</b>				
Net Sales	—	✔	—	—
Gross Sales	✔	✔	✔	—

## Booking.com

### AD TECHNOLOGY, MARKETS & OFFERING MODEL

<b>Market / Region</b>	Global – European countries plus others
<b>On-site tech</b>	Google Ad Manager and all corresponding data sources, Koddi
<b>Off-site tech</b>	Criteo & Trade Desk including corresponding data sources available into these platforms
<b>In-store tech</b>	–
<b>In-house offering</b>	Yes, for some of our offering
<b>Third-party</b>	No

### ON-SITE

Display Ads	✓
Video Ads	–
Sponsored / Search	✓
Branded Experiences	–
Sponsored Display	–
Articles	✓

### OFF-SITE

Display Ads	✓
Social Ads	✓
CTV	✓
Digital Video	✓
DOOH	–

### IN-STORE

Digital Screens	–
Audio	–
Connected Shopping	–
Handscanners	–

### TARGETING

Keyword	✓
Page / Category	✓
Customer Data	✓
Contextual	✓
SKU	–
Lookback Windows	–
Product Rec.	–

### MEDIA METRICS

Ad Impression	✓
Click-Through	✓
Viewability	✓
Video Completion	–
SIVT	–

### SALES METRICS

Same SKU ROAS	✓
Halo ROAS	–
Click ROAS	✓
View ROAS	✓
30-Day Lookback	✓
Flex Lookback	✓
Sales Extrapolation	✓

### INSIGHTS

Clicks SOV	–
------------	---

## Booking.com

Impressions SOV	✓
New to Brand	—
New to Category	—
Brand Recognition	—
Ad Recall	—
<b>SALES INSIGHTS</b>	
Sales Lift	—
Omnichannel	—
MMM	—
<b>INCREMENTALITY</b>	
RCTs	—
Match-Market	—
ML Counterfactual	—
Synthetic Control	—
Shadow-Mode	—
Ghost Ads	—
<b>REPORTING</b>	
Net Sales	—
Gross Sales	✓

# CONSUMER ELECTRONICS

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## MediaMarktSaturn

### AD TECHNOLOGY, MARKETS & OFFERING MODEL

<b>Market / Region</b>	Austria, Belgium, Germany, Hungary, Italy, Netherlands, Poland, Spain, Switzerland, Turkey
<b>On-site tech</b>	Criteo, Google
<b>Off-site tech</b>	Google, Meta, Epsilon, TheTradeDesk, Pinterest, TikTok, Snapchat, Spotify, IAS
<b>In-store tech</b>	xplace, Storecast, OneTechGroup, ScreenNetwork, MCube
<b>In-house offering</b>	Yes, for some of our offering
<b>Third-party</b>	Yes

### ON-SITE

Display Ads	✓
Video Ads	✓
Sponsored / Search	✓
Branded Experiences	✓
Sponsored Display	✓

### OFF-SITE

Display Ads	✓
Social Ads	✓
CTV	—
Digital Video	✓
DOOH	✓
Google PMax	✓
Shopping	✓
Drive-to-Store	✓
SEO	✓
Digital Audio	✓

### IN-STORE

Digital Screens	✓
Audio	✓
Connected Shopping	—
Handscanners	—

### TARGETING

Keyword	✓
Page / Category	✓
Customer Data	✓
Contextual	✓
SKU	✓
Lookback Windows	✓
Product Rec.	—

### MEDIA METRICS

Ad Impression	✓
Click-Through	✓
Viewability	—
Video Completion	—
SIVT	—

### SALES METRICS

Same SKU ROAS	✓
Halo ROAS	✓
Click ROAS	✓
View ROAS	✓
30-Day Lookback	✓

# CONSUMER ELECTRONICS

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## MediaMarktSaturn

Flex Lookback —

Sales Extrapolation —

### INSIGHTS

Clicks SOV ✓

Impressions SOV ✓

New to Brand —

New to Category —

Brand Recognition —

Ad Recall —

### SALES INSIGHTS

Sales Lift ✓

Omnichannel ✓

MMM —

### INCREMENTALITY

RCTs —

Match-Market —

ML Counterfactual —

Synthetic Control —

Shadow-Mode —

Ghost Ads —

### REPORTING

Net Sales ✓

Gross Sales ✓