

IAB EUROPE COMMERCE (INCL. RETAIL) MEASUREMENT STANDARDS V2.1



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Introduction

The IAB Europe Retail Media Measurement Standards, initially published in April 2024, have been updated as of January 2026 following a public comment period from September to November 2025. This new version, now the IAB Europe Commerce Media Measurement Standards V2, includes key additions: industry feedback integration, a refined measurement funnel, specific definitions for gross and net sales plus key metrics for the quick commerce sector. Future editions are planned to extend beyond quick commerce, encompassing measurement standards for travel and finance media networks in 2026.

COMMERCE MEDIA NETWORKS COVERED BY THESE STANDARDS	
AD TECH	✓
RETAILERS	✓
QUICK COMMERCE	✓
TRAVEL	✗
FINANCE	✗

Note: In this document we will use CMN to reference both the Media Network providing information directly or the Ad Tech company.

Adoption of the Standards

The party providing these metrics to the brand is responsible for adhering to these standards, that can be the Commerce Media Network or an Ad Tech provider that has a direct relationship with the brand. The only way to guarantee adherence to these standards is through [IAB Europe's Retail Media Certification](#).

Compliance with these standards promotes a level playing field, enabling fair competition and fostering confidence in the validity of measurement outcomes.

Note: Between January and July 2026, companies may choose to be certified under either Version 1 (V1) or Version 2 (V2). After July 2026, certification will only be available under V2.

View the compliance requirements for V1 [here](#) and V2 [here](#).

Find out more about the Certification programme [here](#).

The Focus of the Standards

The Standards cover Online Measurement both on and off-site. IAB Europe recognises that In-Store is a growing piece of most Digital Retail Media activations and has a separate guide for it [here](#).

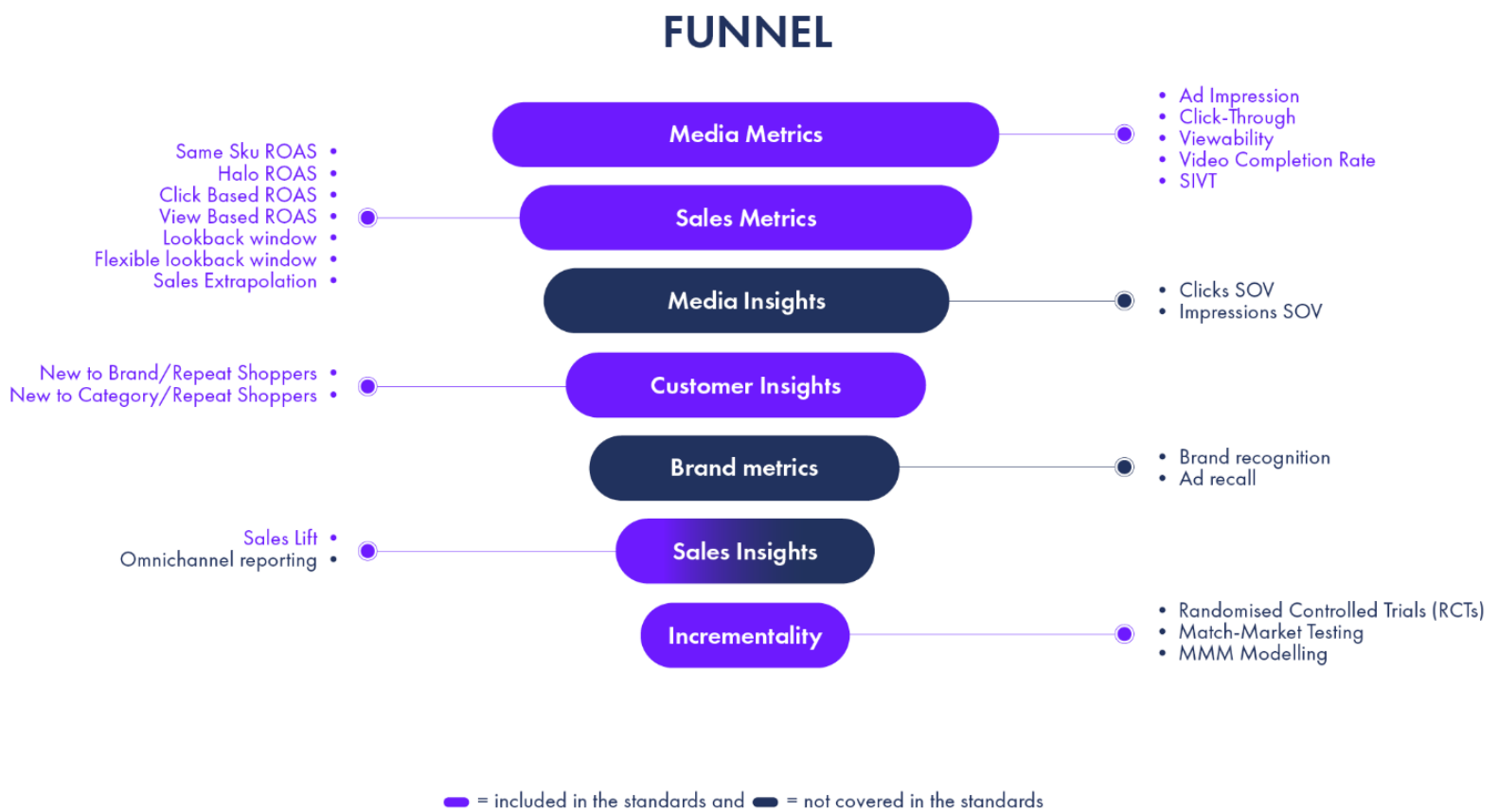
The Standards cover the following areas:

1. [Media Metrics](#)
2. [Attribution](#)
3. [Insights](#)
4. [Incrementality](#)
5. [Measurement & Insights Delivery Tools & Platforms](#)
6. [Adjustments for Quick Commerce](#)

What Metrics Are Covered in These Recommendations?

IAB Europe recognises that a shopper might be exposed to multiple ads on a CMN and has not yet addressed standards around weighted exposure to an ad. Additionally, the lack of interoperability between Commerce Media Networks currently makes it difficult for media buyers to deduplicate investments. In the long run, advertisers will need a way to incorporate sales into their attribution models and run deduplication themselves.

The funnel below shows all measurements and insights available in Commerce and Retail Media, and the highlighted ones are covered in this document.



This document will reference multiple commerce models. Note that one business could operate under more than one of these models. For example, Tesco operates as a Retailer, Marketplace, and Quick Commerce platform.

- **Retailer:** Multiple brands with the retailer operating direct sales, controlled branding and customer experience.
- **Marketplace:** Multiple sellers, platform-based, diverse brands/products, seller-controlled.
- **Quick Commerce:** rapid delivery services of everyday essentials and groceries within a short time frame, typically under an hour.

1. Media Metrics

1.1 Ad Impression

The IAB/MRC definition of an ad impression refers to an ad that has been successfully delivered to a user's device and has begun to render on the web page or app. This metric, however, does not necessarily mean that the ad was seen by the user. For example, the ad might have been loaded on a part of the web page that the user never scrolled to.

1.2 Click-Through

The IAB / MRC definition of “Click” or “Click-Through” is a user-initiated action on an advertisement, including directing to a Brand, Product, or Cart Page.

1.3 Viewability for Sponsored Products, Display, and Video Ads

The recommended standard is to report on viewability for on and off-site display ads as well as Video ads against the IAB / MRC standard:

- Display: At least 50% of the ad's pixels must be visible on the user's screen for a minimum of one continuous second
- Video: At least 50% of the ad's pixels must be visible on the screen for a minimum of two continuous seconds

Access the IAB / MRC Viewable Ad Impression Measurement Guidelines [here](#).

It is worth noting that Sponsored Products are sold on a CPC basis, yet viewability will impact ROAS.

1.4 Video Completion Rate

The recommended standard is for CMNs to report on Video Completion Rate against the IAB / MRC standard:

- Video completion rate calculates the percentage of video ads that are viewed to completion (i.e., played until the end). The formula is the total number of videos viewed to completion / total number of videos launched.

1.5 General Invalid Traffic

Quality control, analysis, and filtration are paramount in identifying and addressing invalid activity across media types. GIVT filtration, in accordance with MRC/IAB guidelines, should be adopted.

1.6 Sophisticated Invalid Traffic (SIVT)

SIVT filtration, in accordance with MRC/IAB guidelines, should be adopted. Outcome measures that don't incorporate SIVT filtration can still be reported, but should be properly labelled, reported separately, and include clear disclaimers. If a CMN is not in a position to report on SIVT filtration, they should make that clear.

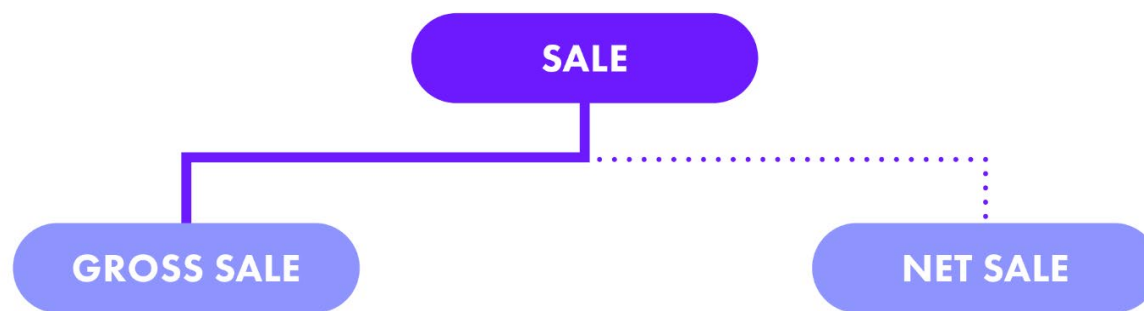
Access the MRC Invalid Traffic and Filtration Detection Guidelines [here](#).

2. Attribution

2.1 Sale Definitions

Sale

The shopper completes the checkout process, including payment, and the order is confirmed. A sale can be Net or Gross. When the CMN doesn't specify which sale they are reporting on, it is assumed to be a gross sale. Note that the CMN can choose which metric to adhere to; if it is Net sales, then it needs to be specified.



Gross Sale

The sale is recognised once the payment is processed and an order is issued, regardless of shipment status or return status.

Net Sale

Net sale is gross sale minus returned, cancelled, or refunded orders.

Note: search, social and programmatic media will always report on gross sales. Anecdotal evidence suggests an average 20% delta between Gross Sale and Net Sale.

The following types of sales may also be reported by CMNs operating a marketplace.

Brand to Brand

The brand receives sales attribution solely for SKUs that the CMN has directly sourced from the brand.

Seller to Seller

A seller receives sales attribution only for SKUs they have listed or stocked with the CMN.

Seller to Brand

The brand receives sales attribution for SKUs that the seller has listed or provided to the CMN and SKUs it has directly listed.

2.2 Return on Ad Spend (ROAS)

Outcomes that can be attributed to a click (to a PDP or an Add to Cart) or viewable ad based on the standards set out in this document, associated with specific SKUs included within the creative or directly determined by the brand partner. This metric is typically based on a last click or view model. CMNs should provide a differentiation between click-based and view-based ROAS in the reporting.

2. Attribution

2.3 Lookback Windows

It is recommended that a 30-day post-view and post-click lookback window is used as the default for endemic on and off-site, with the ability to also provide flexible windows. The 30-day lookback window will serve as the default when accessing a CMN dashboard or pulling a report. However, brands will need flexible windows that fit their product needs and should be offered that flexibility for any set number of days within the default 30 days. For example, an FMCG brand might request 7 days and a consumer electronics brand 30 days.

We acknowledge that certain off-site partners don't offer flexible windows and that needs to be clearly noted in reporting back to the brand.

2.4 Same SKU and Halo Attribution

Same SKU (parent SKU) attribution should be provided for all sponsored product ads. For example, if a shirt was clicked on, all size and colour variations of that shirt should be included in the Same SKU attribution.

Halo attribution can be provided for all formats. The standard definition for Halo is: Same Brand, Same Category (Category as defined by the CMN catalogue).

In future iterations of the standards, brands should be able to determine their own definition of Halo with the CMN in an automated way.

2.5 Sales Extrapolation

Extrapolation can be defined as a set of rules used to estimate the impact of media on non-identified users or behaviours by leveraging the media impact of a set (or all) identified users consumers. CMNs should disclose the following: Which metrics the extrapolation is done through. For example, a CMN could assume that sales per impression are the same for non-identified users as identified users.

3. Insights

3.1 New to Brand/Repeat Shoppers

A shopper who has not purchased any products from specified brands within a defined time frame is “New to Brand”. Inversely, if they have purchased within the below time frames, they can be considered “Repeat Brand Shoppers”. The time frame will vary per product purchase cycle.

For example: if 5 different transactions all linked to the same individual customer that bought the brand for the first time during the campaign’s period. You would treat 1 transaction as a new-to-brand (NTB) purchase and 4 transactions as repeat brand purchases; NTB: 1 out of 5 shopping trips (20%).

Brands and CMNs should choose the timeframe most appropriate for their product(s) from the following recommended timeframes:

Very Frequently	0 to 2 weeks
Regularly	3 weeks to 6 weeks
Semi-Regularly	7 weeks 26 weeks
Rarely	27 weeks to 52 weeks
Infrequently	52 weeks +

3.2 New to Category/Repeat Shoppers

A shopper who has not purchased any products from specified categories within a defined time frame is “New to Category”. Inversely, if they have purchased within the time frames below, they can be considered “Repeat Category Shoppers”. The time frame will vary per product purchase cycle.

Brands and CMNs should choose the timeframe most appropriate for their product(s) from the following recommended timeframes:

Very Frequently	0 to 2 weeks
Regularly	3 weeks to 6 weeks
Semi-Regularly	7 weeks 26 weeks
Rarely	27 weeks to 52 weeks
Infrequently	52 weeks +

4. Incrementality

Definition

Incrementality measures the causal impact of marketing by identifying the additional business outcomes directly driven by a campaign or tactic, compared to what would have occurred in the absence of marketing activity.

These business outcomes for marketers might include:

- Short-term outcomes: incremental unit volume, revenue, and sales
- Long-term outcomes: incremental profit, customer lifetime value (CLTV), and market share

For more detail on Incrementality, read the full Guidelines [here](#).

A CMN doesn't have to provide incrementality measurement to be certified, but if they do, they have to use one of the methods specified in the Guidelines.

5. Measurement & Insights Delivery Tools & Platforms

Each of the measurements and insights can be delivered through one of the following tools or platforms:

1. Reporting provided by the CMN
2. Open Data sources - APIs provided by the CMN and analysis conducted by the brand.
3. Data clean rooms.

A CMN will need to disclose in which of the following platforms they provide data to brands and agencies.

Some strengths and weaknesses of these three tools to consider are:

Platform / Tool	Strengths	Challenges
Reporting provided by the CMN	<ul style="list-style-type: none"> • A single party (CMN) needs to implement the solution, can be relatively cost effective • Can provide Omnichannel view for one single CMN 	<ul style="list-style-type: none"> • Limited to the CMN ecosystem and doesn't look at media across the board for the brand
Open Data sources e.g. APIs provided by the CMN and analysis conducted by the brand	<ul style="list-style-type: none"> • Provides an Omni Channel and Media view to the brands 	<ul style="list-style-type: none"> • Requires technical lift from CMN and higher technical lift from brands. • Might be cost prohibitive to smaller brands and smaller CMNs
Data clean rooms	<ul style="list-style-type: none"> • Gives the largest amount of flexibility to adopt any methods or models of incrementality • Use cases beyond measurement can be adopted 	<ul style="list-style-type: none"> • Interoperability of platforms is limited, CMNs and brands need to maintain data on multiple infrastructures • Expensive • Data leakage risk • IT Security Review Costs, Timelines Delays

6. Adjustments for Quick Commerce

Quick Commerce Definition

A platform that operates multiple merchants or service providers, facilitating rapid delivery or transactions within a specific vertical or marketplace. It acts as an intermediary connecting consumers to various vendors for on-demand services or products.

Example: Uber Eats, Just Eat Takeaway, DoorDash

Note: All metrics used for other commerce models such as Retail or Marketplace apply for Quick Commerce

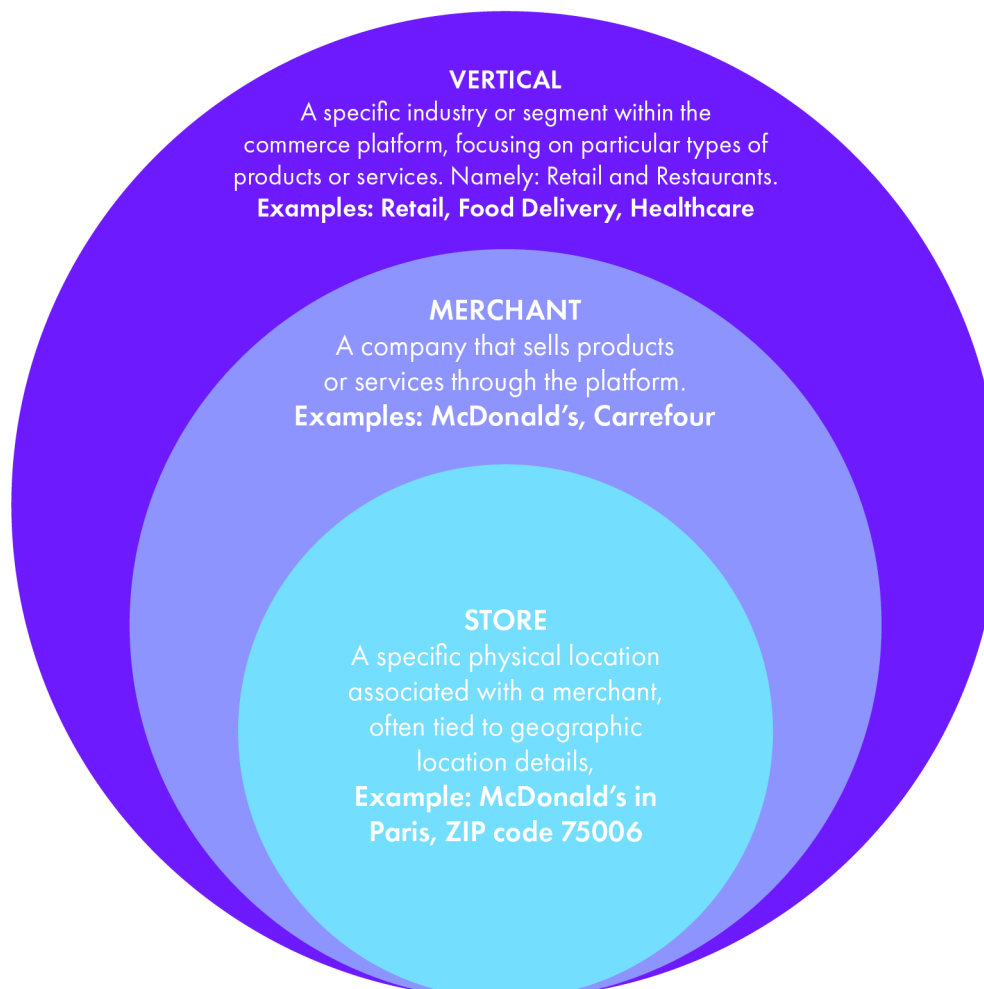
Use Cases

Depending on who advertises, Quick Commerce platforms can serve different purposes. For example, Pret A Manger can advertise as a restaurant, or Mondelez can advertise on Pret A Manger as a brand.

- **Restaurants or Retailers:** When these are the advertisers, reporting focuses only on Quick Commerce metrics, including Vertical, Merchant, and Store Level data.
- **Brands:** When brands advertise (mostly CPG), reporting includes both Quick Commerce metrics (Vertical, Merchant, Store) and Retail metrics (Manufacturer to SKU level).

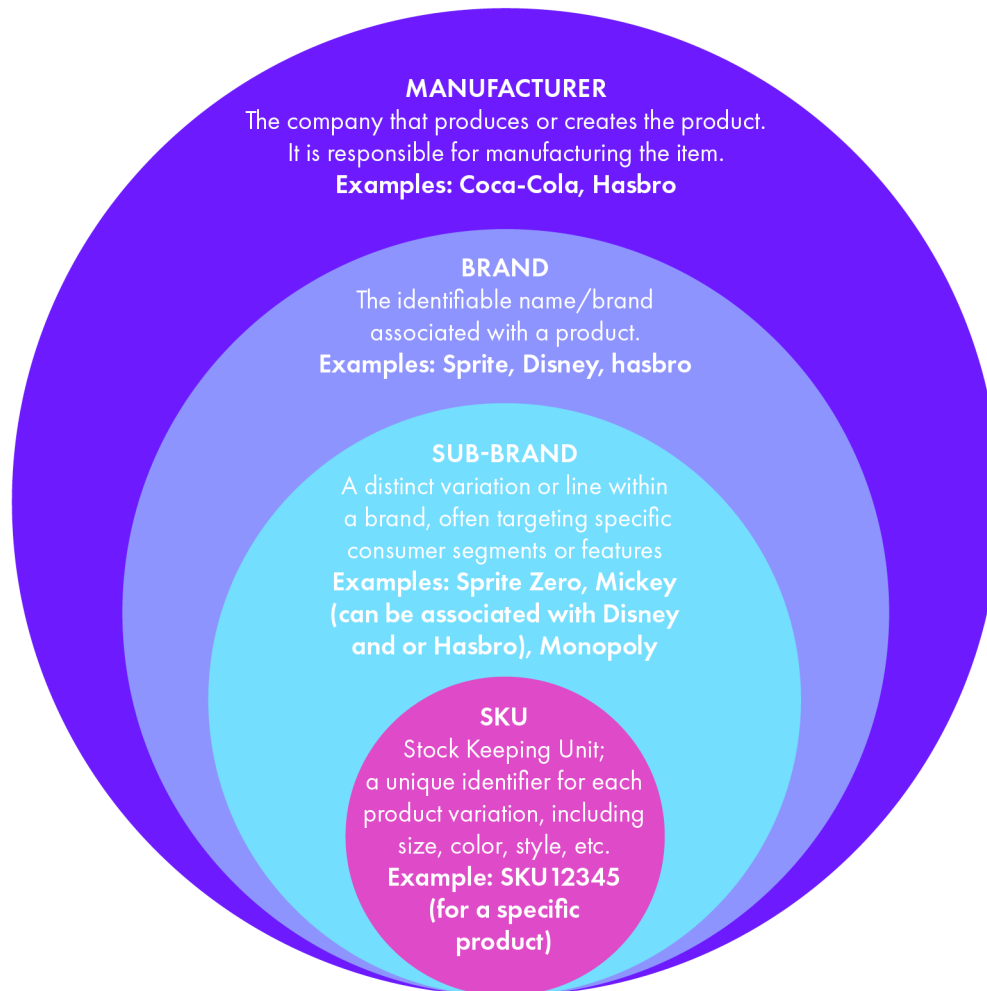
Note: reporting in both cases should adhere to the aforementioned standards for media, sales and customer insights

Quick Commerce Metrics



6. Adjustments for Quick Commerce

Retail Metrics



Quick Commerce Look Back Windows


IAB Europe recommends that the default look back window be adjusted to 7 days instead of the default 30 days for standard commerce media networks, due to the immediate nature of Quick Commerce transactions. Flexible windows need to be offered at all times.


For more information on the work of IAB Europe and our Retail Media Standards, please reach out to: retailmediastandards@iabeurope.eu.

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