

IAB Europe Travel Media Measurement Standards

An Addendum to the IAB Europe Commerce (incl. Retail) Media Measurement Standards V2 (available [here](#))

First Draft For Industry Review - September 2026

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Introduction

The majority of the Commerce Media Measurement Standards can be adopted by Travel Media Networks without change. However, there are a number of nuances that are unique to the travel industry – principally around look-back windows, the treatment of bookings versus sales, and the disclosure of sales extrapolation methods.

IAB Europe convinced a working group of travel media networks ([Booking.com](#), Kayak, Expedia, Skyscanner, Marriott Media) and ad tech platforms that work with travel media businesses (Koddi and Sojern) to develop the first draft of travel-specific standards, establishing any differences or adaptations to [IAB Europe's Commerce \(incl. Retail\) Media Measurement Standards V2.1](#) and the [Guidelines for Incremental Measurement in Commerce Media](#).

It is intended to be read alongside, and as an addendum to, the IAB Europe Commerce Media Measurement Standards.

IAB Europe is calling all industry stakeholders that this is relevant to to provide comments or feedback by 23rd October.

***Note:** In this document we use "TMN" to refer to the Travel Media Network providing information directly, or an Ad Tech provider acting on its behalf, consistent with the use of "CMN" in the Commerce Media Measurement Standards.*

Travel-Specific Standards Established in This Addendum

The table below summarises the areas of the Commerce Media Measurement Standards for which travel-specific adjustments have been established, and the corresponding section of the Commerce Media Measurement Standards V2 that each builds on.

Full Standards Cross-Reference

The table below lists every metric and standard set out in the Commerce (incl. Retail) Media Measurement Standards V2.1, and its status in this Travel Media addendum: whether the existing Commerce standard applies unchanged, whether a new or adapted standard has been established for travel, or whether the standard is not applicable to Travel Media.

Commerce Std. Section	Metric / Standard	Status in Travel Addendum	Notes
1.1	Ad Impression	Existing Standard Applies	IAB/MRC definition applies unchanged.
1.2	Click-Through	Existing Standard Applies	IAB/MRC definition applies unchanged.
1.3	Viewability (Display, Video, Sponsored Products)	Existing Standard Applies	IAB/MRC viewability thresholds apply unchanged.
1.4	Video Completion Rate	Existing Standard Applies	Applies unchanged.
1.5	General Invalid Traffic (GIVT)	Existing Standard Applies	MRC/IAB GIVT filtration applies unchanged.
1.6	Sophisticated Invalid Traffic (SIVT)	Existing Standard Applies	MRC/IAB SIVT filtration applies unchanged.
2.1	Sale Definitions (Gross / Net Sale)	New / Adapted Standard Established	Adapted to Gross Bookings reporting, with a Base Price vs. Total Price framework (see Section 2 of this addendum).
2.1	Marketplace sale types (Brand to Brand / Seller to Seller / Seller to Brand)	Not relevant	
2.2	Return on Ad Spend (ROAS)	Existing Standard Applies	Existing definition applies unchanged.
2.3	Lookback Windows	New / Adapted Standard Established	Travel-specific 7-day (sponsored) / 30-day (display, off-site) windows established (see Section 1.1 of this addendum).

2.4	Same SKU and Halo Attribution	New / Adapted Standard Established	Equivalent of a SKU is a booking
2.5	Sales Extrapolation	New / Adapted Standard Established	Travel specific disclosure requirement established (see Section 4 of this addendum).
3.1	New to Brand / Repeat Shoppers	New / Adapted Standard Established	Adapted to "New-to-Advertiser," with a 3-year lookback window (see Section 1.3 of this addendum).
3.2	New to Category / Repeat Shoppers	Not relevant	Travel networks don't report on this metric yet
4	Incrementality – Definition & Methodology	Existing Standard Applies	Confirmed as unchanged (see Section 3 of this addendum).
5	Measurement & Insights Delivery Tools & Platforms	Existing Requirement Applies	
6	Adjustments for Quick Commerce (definition, use cases, metrics, lookback windows)	Not relevant	Quick Commerce is a distinct commerce vertical; these standards do not apply to Travel Media.

1. Attribution

1.1 Look-Back Windows

Building on the look-back window standards set out in Section 2.3 of the Commerce Media Measurement Standards, the travel-specific look-back windows are recommended as:

- **Sponsored Products:** a 7-day look-back window is the recommended standard.
- **Display and off-site ads:** a 30-day look-back window is the recommended default, with partner-level flexibility permitted. Some exceptions for off-site display will need to be made where a partner enforces a shorter attribution window by default (for example, Meta).

Note: *as with the Commerce Media Measurement Standards, TMNs should offer flexible windows wherever possible, in addition to reporting against the default.*

1.2 Attribution Model

The recommended industry standard attribution model for Travel Media is last-touch attribution. Multi-touch attribution models may also be adopted and reported alongside last-touch, where a TMN is able to support them.

1.3 New-to-Advertiser Look-Back Window

The Commerce Media Measurement Standards define New to Brand and Repeat Brand Shoppers in Section 3, with recommended timeframes that vary by product purchase cycle. Because travel purchases are typically infrequent relative to retail purchases, the working group has established a separate, longer look-back window for the travel-specific equivalent of this metric, “new-to-advertiser”:

- The recommended look-back window for New-to-Advertiser reporting is **3 years**.

Note: *the working group discussed differentiating this window by destination – for example, using 500-mile increments to categorise trips – on the basis that the purchase cycle for short-haul travel differs from long-haul travel. This approach requires further development and is not yet part of the recommended standard; it is expected to be addressed in a future iteration of this document.*

2. Sale Definitions: Gross Bookings Reporting

Section 2.1 of the Commerce Media Measurement Standards defines Gross and Net Sale. For Travel Media, the working group has established a standard specific to how bookings – rather than product sales – should be reported.

2.1 Gross Bookings

Sales reporting for Travel Media is standardised on Gross Bookings (i.e. recognised at the point of booking, prior to cancellation) rather than Net Bookings. This differs from the Commerce Media Measurement Standards' default assumption of gross sale, and is called out explicitly here because the treatment of cancellations in travel differs materially from returns in retail.

2.2 Base Price vs. Total Price

Gross Bookings reporting can be presented on either a "Base Price" or a "Total Price" basis. TMNs should disclose which basis they are reporting against. Total Price can include both fees retained by the service provider and fees passed through to external parties. If reporting on total price the Travel Media Network can include one type of fee or both. Once again disclosure on fee types is required.

Retained by the Service Provider

Service & Booking Fees — Fees charged for making or managing the booking, such as booking fees, service fees, and payment processing charges.

Baggage & Seating — Charges for checked or extra baggage and for seat selection or upgrades.

Onboard & In-Flight Ancillaries — Items purchased for use during travel, such as meals, drinks, Wi-Fi, and entertainment.

Ground & Property Ancillaries — Extras added to a stay or ground service, such as room upgrades, parking, breakfast, and resort fees.

Transport & Transfer Add-Ons — Charges for getting to, from, or between locations, such as airport transfers, car hire, and shuttles.

Miscellaneous & Optional Extras — Any other optional items added to the booking that don't fall under the categories above.

Passed Through to External Parties

Taxes & Government Charges — Amounts levied by governments or authorities, such as sales tax, VAT, air passenger duty, and airport taxes.

Mandatory Carrier / Industry Surcharges — Non-optional charges applied by the carrier or industry, such as fuel surcharges and carrier-imposed fees.

Insurance & Protection — Optional cover purchased with the booking, such as travel insurance and cancellation protection

2.3 Same booking or Halo

Same booking attribution should be provided for all sponsored product ads. For example, if a room at hotel was looked, all other rooms at that halo can be attributed as same booking. The standard definition for Halo is: Same Brand, Same Category, so another hotel owned by the same brand can get Halo attribution.

3. Incrementality

The working group confirmed that the Incrementality definition and methodology standards set out in Section 4 of the Commerce Media Measurement Standards, and in the [Guidelines for Incremental Measurement in Commerce Media](#), apply to Travel Media without change. No travel-specific adjustments have been identified at this time.

4. Sales Extrapolation Disclosure

Section 2.5 of the Commerce Media Measurement Standards defines Sales Extrapolation and the metrics a CMN should disclose when it is used. For Travel Media, the working group has established a specific disclosure requirement:

- Organisations must disclose their use of sales extrapolation methods; the specific mathematical details of the methodology do not need to be disclosed.

Note: *at the time of writing, sales extrapolation is used sparingly by Travel Media Networks. The working group will monitor adoption and revisit this section as usage develops.*

For more information on the work of IAB Europe and our Travel Media Standards, or to get involved in developing future iterations of this document, please contact: retailmediastandards@iabeurope.eu.