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Lack of Standards Persists as Core Challenge

53% of buy-side stakeholders cite the lack of standardisation as a significant barrier to retail media investment.

Source: IAB Europe Attitudes to Retail Media 2025

IAB Europe: Driving Measurement Standards for Retail Media

Simplifying and Professionalising the Retail Media Landscape

Key Objectives of IAB Europe's Measurement Standards Initiative



Enable Performance Comparison

Allow brands and agencies to easily compare performance across different retail media networks.



Remove Ambiguity

Clarify definitions and methodologies for key metrics, reducing confusion.

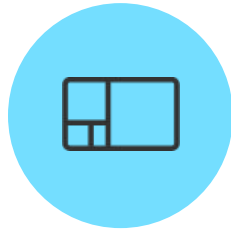


Lay Groundwork for Future Enhancements

Create a foundation for advanced capabilities such as in-store measurement, video integration, and certification programs.

IAB Europe Flexi Ad Format Guidelines

Standardising Static Display Ads for Retail Media Networks



Flexi Sizes

Four core aspect ratios designed for all device types, building on existing standards and workshop insights.



Benefits

Streamlining ad formats for broader programmatic access, operational efficiency, and enhanced customer experience.

IAB Europe Commerce Media Measurement Standards V2

Published in January 2026



Refined Measurement Funnel

Includes an updated and more detailed measurement funnel for better analysis.



Gross and Net Sales Definitions

Provides specific definitions for both gross and net sales to ensure clarity and consistency.



Quick Commerce Metrics

Incorporates key metrics specifically tailored for the quick commerce sector.



IAB Europe's 2026 Retail Media Standards Priorities

Evolve Current Commerce Media Standards: Integrate Travel and Finance Media Networks into existing frameworks.

Expand In-Store Measurement: Develop more concrete standards for in-store measurement.

Enhance Certification Program: Continue to grow the certification program and leverage insights from audit processes.

Travel Media Standards Workshop Topics



- **Lookback Windows**
Defining appropriate attribution windows for the travel purchase journey.
- **ROAS Calculation**
Accounting for resort fees, taxes, and ancillary charges.
- **Incrementality**
Identifying where Travel Media deviates from Retail Media norms.
- **Cancellations**
Addressing high cancellation rates outside standard attribution windows.
- **Cookie Deprecation**
Modelling and managing missed conversions.
- **Destination Definitions**
Standardising market-level definitions (e.g., Dubai as a destination vs. a transit point).

Workshop Participants



Booking.com

A leading online travel agency.



Expedia

A major online travel company offering a wide range of travel services.



Kayak

A travel search engine that compares prices from various travel sites.



Marriott

A global hospitality company with a diverse portfolio of hotel brands.



Skyscanner

A travel search engine for flights, hotels, and car rental.



IAB EUROPE RETAIL MEDIA CERTIFICATION FOR RETAILERS

IAB Europe's **Retail Media Certification** is an independent certification programme for Retailers and Ad Tech companies verifying that retail media measurement meets the standards expected by agencies and brands, based on the IAB Europe Commerce Media Measurement Standards for on-site and off-site retail media. It provides a clear signal that reporting practices are comparable, auditable, and suitable for serious media investment decisions.

GOALS

Promote a **level playing field** and enable **fair competition**.

Promote **transparency** in the reporting of retail media campaigns.

Ensure retail media is held to the **same standards** as other digital media investments.

Support industry **self-regulation**.

Our **FAQs** provide more detail on the Programme and the audit process.



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WHO AND WHAT CAN BE CERTIFIED

Retailers (RMNs and CMNs) and Ad Tech Companies can get certified. Agencies and Media Buyers benefit from those businesses gaining the IAB Europe Retail Media certification - more on that can be read [here](#).

Retailers (RMNs and CMNs) can choose **what** ad products (sponsored products, sponsored display, standard display, video) and for **which** environment (on-site, off-site) they want to gain certification for. The certification fee mentioned above is not per product.

*In-store certification not yet in scope.

A Retailer does not need to wait to meet 100% compliance with requirements to start the audit. Compliance can be achieved during the audit process.





FIND OUT MORE ABOUT CERTIFICATION

