



THE IAB EUROPE RETAIL MEDIA CERTIFICATION PROGRAMME

WHAT IT MEANS FOR AGENCIES AND MEDIA BUYERS

THE PROBLEM BUYERS FACE TODAY

INVESTMENT
DECISIONS NOW
HINGE ON
**COMPARABILITY,
TRUST, AND
DEFENSIBILITY.**

FRAGMENTATION

Performance must be evaluated side-by-side across retailers and markets.

Results need to be auditable and defensible in serious budget decisions.

Methodology debates slow planning, approvals, and renewals.

Inconsistent measurement increases commercial and reputational risk.

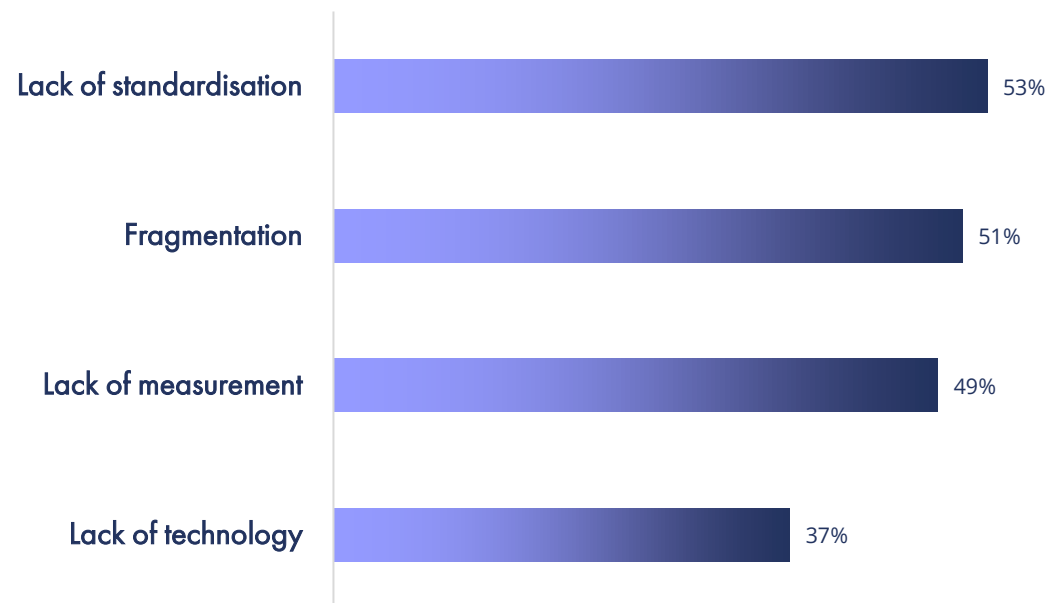
Without consistent measurement, investment decisions become **harder to defend.**

DATA CONFIRMS THE BARRIERS TO MEDIA INVESTMENT

WHAT **BUYERS** SAY

- Fragmentation of retail media networks remains a top barrier.
- Lack of standardisation continues to hinder investment.
- Measurement and attribution are still the areas most in need of alignment.

Buy-side Investment Barriers 2025



Learn more from IAB Europe's [Attitudes to Retail Media Report](#)

WHY THIS MATTERS FOR AGENCIES AND MEDIA BUYERS

AN **INDEPENDENT, STANDARDS-BASED** SIGNAL OF **MEASUREMENT QUALITY**

- Audited against IAB Europe Retail Media Measurement Standards
- Applies to on-site and off-site Retail Media
- Establishes a common measurement reference point

VERIFICATION

Measurement aligned to audited standards.

Comparable reporting across retailers.

Defensible results in client and investment discussions.

Certification establishes the foundation for **comparability, trust, and defensibility**.



INDEPENDENT AUDITING AND CERTIFICATION INTEGRITY

AUDITORS ARE RESPONSIBLE FOR:

- Defining the audit approach
- Specifying required documentation and deliverables
- Reviewing and validating submitted materials
- Ensuring consistency across Retail Media Networks
- Coordinating with other auditors to maintain alignment

More information for each auditor is available for companies interested in undergoing the audit.



Certification is **independently audited** to ensure consistent, credible outcomes across retailers.



WHAT CERTIFICATION CHANGES IN PRACTICE

CERTIFIED MEASUREMENT **REDUCES FRICTION** IN PLANNING AND BUYING.

Agencies and media buyers gain confidence that reporting is:

- Consistent across retailers
- Auditable and independently verified
- Suitable for serious investment decisions

This reduces time spent reconciling results, debating methodologies, and revalidating performance assumptions.

The result: planning, approvals, and investment discussions move **faster** and with **greater confidence**.

WHY AGENCIES SHOULD PROMOTE CERTIFICATION

CERTIFICATION **STRENGTHENS AGENCY POSITION** AND REDUCES RISK.

Certified retailers make it easier for agencies and media buyers to:

- Justify spend and scale budgets with confidence
- Run multi-retailer and cross-market campaigns
- Reduce client pushback and performance disputes

Standardised, independently verified measurement gives agencies a stronger basis to challenge results, optimise performance, and negotiate with partners.

As more retailers certify, Retail Media becomes **easier to plan, compare, and scale** as a mature media channel.



HOW AGENCIES AND MEDIA BUYERS USE CERTIFICATION

CERTIFICATION
ENABLES AGENCIES
AND MEDIA BUYERS
TO MAKE
**CONFIDENT,
DEFENSIBLE**
DECISIONS

Compare performance across retailers without normalising inconsistent definitions, attribution rules, or assumptions.

Reduce reconciliation and dispute cycles caused by differing attribution models, lookback windows, or ROAS methodologies.

Support defensible recommendations in QBRs, planning reviews, procurement processes, and cross-retailer investment decisions.

Set a clear baseline expectation for measurement quality in RFPs, retailer evaluations, and partner selection.

Accelerate planning and approvals by removing uncertainty around how results are calculated and reported.

The outcome: less time validating numbers, more time **optimising performance**.



WHAT AGENCIES AND MEDIA BUYERS CAN DO NEXT

TURN CERTIFICATION INTO A **PRACTICAL ADVANTAGE** BY:

- Asking retailers whether their measurement practices are certified.
- Referencing certification as a preferred standard in RFPs, reviews, and partner evaluations.
- Encouraging uncertified Retail Media Networks to engage with the programme and begin the audit process.
- Using certification status as a signal of readiness for scaled, cross-retailer, or multi-market investment.

Certification becomes most valuable when it is **treated as a baseline**, not an exception.





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