



The IAB Europe Retail Media Certification Programme FAQs

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What is it?

The Retail Media Certification is an industry-recognised certification rewarding those who adhere to the [IAB Europe standards](#) across on-site and off-site Retail Media measurement. Compliance with these standards promotes a level playing field, enabling fair competition and fostering confidence in the validity of measurement outcomes.

Who will be certified?

Retailers are now eligible to apply for full certification under the IAB Europe Retail Media Certification Programme. Certified retailers will receive the 'IAB Europe Retail Media Certified' logo, which can be used across corporate and marketing communications to demonstrate compliance with industry-agreed measurement standards.

Ad Tech partners can also engage in the programme through a newly launched beta phase, with full certification for these companies planned for 2026.



What is the certification process?

The Retail Media Certification Compliance Table outlines exactly what the independent auditors will check. Once the audit is complete, the auditor will present their findings to IAB Europe. If the company has met the minimum compliance requirements, they will receive certification. If not, they will have the opportunity to make necessary adjustments and submit those modifications for a re-audit.

Participating companies can choose to be certified for the entirety of their Retail Media Offering or for specific ad products, e.g. Sponsored Products on-site only and this will be declared in IAB Europe's reporting of certified companies. IAB Europe will not disclose the participants of the audit in advance, ensuring that any gaps remain confidential. Once the retailer successfully meets the required threshold in the audit, IAB Europe will issue a certification badge. Certification is valid for two years from the date issued on the Certificate.

What will be certified?

The [Retail Media Certification Compliance Table for Retailers](#) and the [Retail Media Certification Compliance Table for Ad Tech](#) companies outline exactly what the independent auditors will check.

How long is the certification valid?

This certification will be valid for two years. IAB Europe will host an up-to-date list of the certified companies on its website.

What is the beta phase?

The beta phase enables IAB Europe and the independent auditors to test and refine the audit process against the measurement standards. So far, two RMNs are participating in the beta phase. Find out more in the [press release here](#).



How is the certification governed?

A Certification Advisory group comprised of National Federations and IABs and the Chair of our Retail Media Committee will govern the programme and ensure we have the right expertise to make decisions on key milestones such as:

- The auditor(s) appointed to undertake the independent audits
- The certification process and whether a company received certification
- Help to develop the pilot phase and to ensure we reach our goals for the full rollout
- How we work / partner with other bodies such as the MRC

Which independent auditors are involved?

IAB Europe has selected three non-profit auditors (AAM, ABC, and CESP) to undertake the independent audits for this certification.

What is the auditor's role?

The auditor will hold a direct commercial relationship with the organisation being certified. It will also take guidance from IAB Europe. Its core responsibilities will include:

- Define the audit approach process
- Define recommended documentation & deliverables
- Review deliverables
- Ensure consistency in deliverables across RMNs
- Liaise with other auditors to ensure consistency

Is there a cost?

Yes, there are two costs to factor in. Firstly, the independent audit will need to be paid for, and secondly, once the audit has been passed and the company wishes to receive certification, then a certification fee is due to IAB Europe.

The certification fee for **RMN businesses** is 7,500 Euros.

The certification fee for **ad tech companies** generating more than 50m+ Euros of media revenue per year will be 15,000 Euros, and those with less than 50m Euros of media revenue will be 7,500 Euros.



Any company being certified needs to agree to IAB Europe's certification terms and conditions before certification is issued.

Do I need to be an IAB Europe member to get certified?

Any company wishing to be certified must be a member of a National IAB or Federation within Europe.

How does it work with national initiatives?

In Europe, there are a number of certification programmes at a local level for existing digital media standards (e.g. IAB UK Gold Standard, IAB Sweden Gold Standard, CESP Label), but there isn't a certification programme at a European level specifically for the Retail Media landscape. As the creator of the Retail Media measurement standards, IAB Europe is well-positioned to issue the certifications.

IAB Europe and IAB UK are working closely to incorporate aspects of the European Retail Media Certification into the Gold Standard. If a company looking to be certified already meets some of the IAB Europe Retail Media Certification requirements via a recent IAB UK Gold Standard audit, this will make the audit process more efficient.

How does the European Retail Media Certification Programme fit with the MRC in the U.S.?

IAB Europe and the Media Rating Council (MRC) have coordinated to align MRC accreditation of European RMN measurement providers to the requirements of the IAB Europe Retail Media Certification program. We have reached an agreement that will allow the MRC to issue a letter to accredited European RMN measurement providers that can, in turn, be provided to IAB Europe to demonstrate independent validation of compliance with certain IAB Europe Retail Media certification requirements.