IAB Europe's Retail Media Certification Program

How AAM Can Help Your Company Stand Out for Compliance with Retail Media Standards

Retail media is booming, with the global market expected to reach $179.5 billion in 2025. As investment in retail channels increases, brands and buyers are calling for ways to standardize measurement to evaluate campaigns across networks and make more informed buying decisions.

The IAB Europe Retail Media Measurement Standards provide a framework for increasing transparency and consistency in retail media measurement. This guidance on measuring performance for on-site and off-site campaign reporting ultimately helps buyers better analyze data across multiple platforms and channels.



IAB Europe's Retail Media Certification Program ensures retailers and tech companies meet these standards. The Alliance for Audited Media (AAM) is an official auditor for the program. With deep experience in digital and out-of-home measurement standards, AAM's consultative process ensures your system meets IAB Europe's requirements and offers any suggestions for improvements.

How the Process Works

AAM works with your company to gain a better understanding of your system and how IAB Europe's guidelines will apply. We begin with a kick-off call to provide an overview of what to expect in the process and ask questions to determine the scope of the review and timing.

The audit includes a documentation review, interviews with management, process/control demonstrations and substantive testing. Our engagements are designed to meet the general measurement principles of transparency and consistency, accuracy and reliability, privacy and security, and compliance to the retail media measurement guidelines.

Areas reviewed during the certification process include:

1. Media Metrics

Participants must demonstrate alignment with IAB/MRC standards for key digital advertising metrics. This section focuses on how your system measures and reports on metrics including:

- Ad Impressions
- Click-Throughs
- Viewability for display, video, and sponsored product ads
- Video Completion Rates
- Filtering sophisticated invalid traffic (SIVT) using MRC-accredited vendors or equivalent proprietary systems

Stand out for compliance with IAB Europe's standards

2. Attribution Metrics

Retailers and platforms must show how advertising outcomes are accurately attributed to clicks or views. Areas examined include:

- Return on Ad Spend (ROAS)
- Lookback Windows
- Same SKU and Halo Attribution
- Sales Extrapolation

3. Additional Insights

Companies must also demonstrate the ability to provide meaningful campaign insights, including:

- New to Brand/Repeat Shoppers
- New to Category/Repeat Shoppers
- iROAS (Incremental ROAS)

Throughout the audit, AAM provides your team with guidance on any areas that may require improvement. Once the audit is complete, AAM will present its findings to IAB Europe. Retailers must meet at least 90% of the requirements to achieve certification, which is valid for one year.

Why AAM?

The Alliance for Audited Media was founded to build trust between buyers and sellers through third-party assurance.



Today we partner with leading media and advertising organizations to develop industry standards and assurance solutions to increase transparency in media and ad tech, addressing issues such as measurement, brand safety, privacy, sustainability and more.

AAM has significant experience as the audit partner for leading industry certification programs including the Trustworthy Accountability Group (TAG), IAB Tech Lab and Point of Care Marketing Association (POCMA).

As an advisor to the development of IAB Europe's retail media guidelines, we look forward to sharing our knowledge of the guidelines to help optimize and ensure your system's compliance.

Learn more about how AAM can certify your company to IAB Europe's Retail Media Measurement Standards.

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Alliance for Audited Media