Retail Media Certification with ABC

Independent assurance. Proven experience. A practical approach.

Overview

ABC is an independent, industry-owned auditor appointed to IAB Europe's Retail Media Certification Programme.

We combine specialist technical expertise with practical experience of delivering certification audits, helping retail and commerce media networks and technology providers demonstrate that their measurement practices meet industry-agreed standards.

Our Experience

ABC has been at the forefront of IAB Europe's certification programme, demonstrating our experience across different retail media business models, channels and technologies.

Albert Heijn	NECTAR360	Moloco
First certified retail media network	First UK retail media network certified	First ad tech company certified

What does that mean for you?
We understand the technical challenges, the evidence required and the practical steps involved. We use this knowledge to help clients anticipate potential issues and approach certification with confidence.
And we're continuing to build on this experience, working with more retail media networks and technology providers as they progress towards certification.

Why choose ABC?

A collaborative approach

We take time to understand your business, explain what's needed and maintain clear communication throughout the audit, without compromising the rigour of our assessment.

Proven audit experience

We've applied IAB Europe's standards across retail media networks and technology providers, giving us practical insight into different business models and measurement approaches.

Specialist technical expertise

Our experience in digital advertising measurement, viewability, ad fraud, brand safety and data privacy gives us a strong foundation for assessing complex systems and data flows.

Independent and industry-owned

As an independent, non-profit distributing organisation, ABC provides impartial, rigorous assurance that supports trust in advertising measurement.

Experienced people, working with you

Our Retail Media audits are led by **Kathryn Hodgkinson, Retail Media Audit Manager**, who has played a central role in developing and delivering ABC's certification audits.

Working alongside **Clare Langstaff, Director of Audit**, our team combines hands-on technical expertise with senior oversight and extensive experience in independent advertising assurance.

You'll work directly with knowledgeable auditors who understand the requirements, communicate clearly and help keep the process moving.

A clear process from start to finish

We know every business operates differently. Our experienced auditors take a practical, collaborative approach, helping you understand how the standards apply to your organisation and what's required to demonstrate compliance.

1. **Understand your business and agree the scope**
   We discuss your business model, technology and measurement processes, agree the audit scope and explain the evidence required.
2. **Review systems and supporting evidence**
   We examine relevant documentation, measurement methodologies, data flows and controls to understand how your reporting works.
3. **Carry out audit testing**
   Through technical discussions, system walkthroughs, data analysis and sample testing, we assess compliance with the applicable standards.
4. **Discuss findings and complete the audit**
   We share our findings, explain any outstanding requirements and provide a formal audit report for submission to IAB Europe.





Considering certification? Let's talk.

You don't need to have everything in place before contacting us.

Whether you're ready to begin an audit or simply exploring what certification could mean for your business, we're happy to discuss your requirements, potential audit scope and practical next steps.

Start a conversation with ABC

Contact: Jan Pitt
Commercial Director, ABC
jan.pitt@abc.org.uk
+44 (0) 7711 719082
www.abc.org.uk/retailmedia