IAB Europe Retail Media Measurement Standards



CESP introduction

January 2025

RETAIL MEDIA CERTIFIED

CESP

CESP expertise in 5 pillars
European auditor of the media industry

70 **years of experience in media measurement**

CESP has supported the French media industry since 1956.
A team of 17 media experts conducting audits, statistical analyses, and field controls.



30 years of international experience in audience measurement consulting

CESP regularly supports over 25 countries.

A comprehensive expertise in media measurement and Adtech

CESP audits all types of audience measurements (TV, Digital, Radio, Press, Outdoor, Cinema) and Adtech solutions.

A dedicated Data Science team

CESP has a team of data scientists and technological resources allocated to Adtech solutions.

CESP Scientific Committee

20 high-level members from academia, including PhDs in statistics, mathematics, new technologies, and media industry experts.

CESP

CESP mission and values

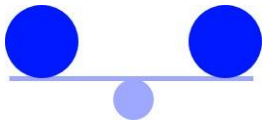
OUR MISSION

Being the trusted third party for the communication sector to ensure fair measurement and the value of marketing investments.

OUR VALUES



TRANSPARENCY



NEUTRALITY



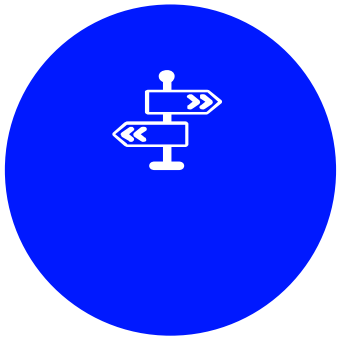
INDEPENDENCE



INTEGRITY

CESP

CESP supports media industries at each stage



Consulting during tender process

Alignment with the media industry expectations and international standards

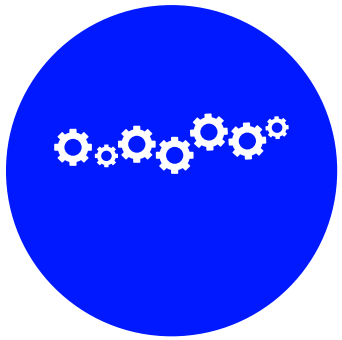
In more than 10 countries



Audit

A transparent evaluation of media measurement systems according to the international guidelines

In more than 20 countries



Certification

Evaluation of Ad Tech solutions through a defined framework

Drive to Trust dedicated to Drive to Store solutions

IAB Europe Retail Media certification

CESP

CESP supports the Adtech ecosystem through several initiatives

Certifications

DRIVE-TO-TRUST

eRetail Data Trust

Audits

CAPITALDATA HighCo

Ekimetrics.

grvt alliance data & media

seiki

Médiamétrie Data Checking

fire.

Qwarry

Retency

SmartTraffik Omnichannel Consumer Centric Solutions

VECTAURY

digeiz.

Drive to Web grid

admo.tv Cross media performance

HEROIKS

HOLiMETRiX CONVERGENCE ANALYTICS

Realytics

Adverification grids

adloox

IAS Integral Ad Science

DV DoubleVerify

CESP

CESP footprint

Europe



Africa



Asia



Middle East



CESP

Benefits of the Retail media measurement certification



> **A European initiative gathering the interest of the retail media networks, media agencies and technology vendors**

> **2 main objectives:**

1
Transparency

2
Alignment of the main post campaign KPIs

> **Building trust for the sustained growth of retail media**

CESP

CONTACTS

Olivier DAUFRESNE

Associate Director

odaufresne@cesp.org

+ 33 6 84 83 79 40

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www.cesp.org