

IAB EUROPE'S RETAIL MEDIA GLOSSARY

Introduction

This Glossary has been produced to provide clarity to the ever evolving digital retail media landscape. We would like to thank IAB Australia who lent us [their Glossary](#) which we have adapted for the European Retail Media Landscape. It is your guide to demystifying the many terms used in this sector.

Term

Definition

advertising cost of sales (acos)

Advertising Cost of Sales is a metric that measures the ad spend generated by advertising in relation to the overall sales value. It is calculated by dividing the ad spend by the sales value and then converting it into a percentage

addressable audience

An audience that can be addressed in real-time with targeted messages, be it on-site, off-site, or in-store.

aggregated market data

A shared repository of commerce/ retail-related data for insights and analysis, benefiting multiple retailers.

at-home sampling

An example of off-network retail media, in this case physical media. A box of free samples delivered at home to a retailer's customers, commonly used for products in the health and beauty, personal care, and baby categories.

attributes

Attributes are characteristics of consumer data that enable marketers to understand a customer's purchase and intent behaviours.

attribution

The process of evaluating and assigning credit to the marketing touchpoints that a consumer encounters on their path to the desired outcome. Attribution helps marketers understand the impact of their advertising campaign, especially in the context of closed-loop measurement and can enable incrementality.

average cart/basket size

The average revenue generated by a campaign's sales. This KPI is calculated by dividing the total revenue by the total orders over a given time period. The average cart can be tracked for any time period, but the most common is the moving monthly average.

brand page

A centralised online destination where a brand lists its products on a retailer site or marketplace, also known as Product Detail Page (PDP)

catalogue / sales catalogue

A catalogue is a regular (often weekly) booklet containing special deals and featured products that are distributed in stores or delivered by mail or newspaper inserts to consumers' homes.

product catalogue / shopping feed

A data source containing product information used for creating and managing dynamic product ads within retail marketing. Product information typically includes a product's ID, name, description, category, image URL, and the product's URL on the brand's website.

Term

category share

closed-loop measurement

commerce & retail media

commerce data

commerce intent

connected media

**consumer journey or customer journey
or shopper journey**

custom audience

customer targeting

Definition

The percentage of all products in a category that a brand sells, often expressed as a percentage in retail. Sometimes refers to the share of a market segment in the category instead.

A method of tracking and analysing the customer journey, from initial exposure to interaction to conversion, in retail. That conversion can be online or in-store if some form of user tracking is in place (such as the use of a loyalty card).

Commerce Media Networks, which includes Retail Media Networks, allows brands and merchants to address shoppers with products and services throughout their buying journey on and off owned platforms. It uses commerce/retail data for planning, execution and measurement. Commerce media includes an increasing range of activations on-site, off-site and in-store environments.

Examples of retail media networks include retailers operating in the categories such as grocery, beauty, fashion, DIY and home. Examples of commerce media networks include travel and mobility services, payment providers, food delivery or classifieds.

Attributes of consumer data that enable marketers to understand a customer's purchase and intent behaviours.

Signals or actions indicating a consumer's inclination to make a purchase, used for targeted marketing efforts.

Traditional media which is connected digitally to the wider media landscape and therefore can be connected to the retail media ecosystem be it connected TV or connected in-store displays.

A customer/shopper journey is the entire experience a customer has while communicating with a brand. It considers the complete interaction roadmap from brand discovery to purchasing and beyond.

A segment of individuals specifically defined based on particular attributes or behaviours relevant to a campaign, often for one-time or limited-run use.

The act of reaching out to a portion of your customer list to re-engage them and drive sales.

Term

Definition

digital catalogue

A PDF file or HTML replica of the print sales catalogue provided on a retailer's website or digitised with rich interaction features (e.g., "clip to card") and provided inside the retailer's mobile app or by third-party shopping and savings apps.

digital coupons

Electronic vouchers or discounts that can be redeemed when making online purchases.

digital shelf

The online equivalent of the brick-and-mortar shopping experience. The digital shelf is where a brand's product is displayed online, and can include search results and product detail pages on retailer websites and apps, marketplaces, and other eCommerce channels.

direct mail

Physical promotional materials sent to customers' addresses, often through postal services.

endemic advertising / endemic brands

Advertisers displaying brands or products that customers can purchase at the retailer. For clarity, each advertiser can be endemic or non-endemic depending on the retailer (e.g. a toothpaste brand is endemic to a grocer, but non-endemic to an electronics retailer).

first-party data

Data that brands, publishers and retailers collect about their users from their own sources (e.g., websites, smartphone apps, customer surveys, CRM databases, etc.).

first to basket

When a brand's product is added first to the digital shopping cart over competitors, increasing the likelihood of it being purchased again.

full funnel marketing

Marketing strategy involves reaching a consumer at each stage of the marketing funnel (awareness, consideration, and purchase) with appropriate messages. Retail media networks can help equip advertisers (brands) with full-funnel strategies.

geotargeting

Targeting and delivering ads to users based on their geographical location, enhancing local relevance. In the context of retail media it is often tied to local physical stores ranging or product availability.

identity data & resolution

Process of collecting and matching identifiers across devices and touchpoints to build a cohesive, single view of individual customers, enabling marketers to deliver personalised, contextually relevant messaging throughout the customer journey. This is a key component enabling closed-loop measurement.

in-store retail media

In-Store Retail Media refers to the advertising inventory that uses retail data for planning, execution and measurement in a store which is available to brands. It can be digital (video, display or audio) or static (print, physical activations) inventory.

In-store audio

Includes radio ads or ads included within store announcements.

In-store connected shopping

Includes hand scanners, app-assisted shopping, smart carts and receipts.

Term

Definition

In-store digital screens

Includes screens, end caps, shelf talkers, POP displays, LED wallpaper, hanging signs, interactive displays, promotional banners, in-store kiosks, smart fridges and check out screens.

in-store sales value

The sales value generated in-store during the campaign or over a specific time period. from shoppers exposed to your campaign.

incremental sales

Incrementality sales measurement answers a critical question: What additional sales are directly attributable to your advertising campaign? It isolates the campaign's true impact, disentangling it from other factors influencing sales.

long-loop data

Long loop data refers to data that tracks customer behaviour over a long period of time - for example, the past 52 weeks. This can include data about what products customers have purchased online and offline, how often they have visited a retailer's website, and what they have searched for online.

look-back window

Lookback Window is the period of time after an ad is clicked or viewed within which a conversion can be attributed, or matched, to the ad.

marketplaces

A marketplace is a digital platform that serves as an intermediary between vendors and consumers, facilitating the online sale of goods and services.

monetisation / media monetisation

Media monetisation is the capacity to generate additional revenue from your media assets and data by allowing advertising partners to promote their products and brands across multiple channels and touchpoints.

off-site / off-network / off-platform retail media

Off-site refers to the use of retailer data to be overlaid or coupled with inventory outside of a commerce platform or retailers owned and operated websites and apps. The inventory available with third-party partners (using retailer data) includes display, video, social, Connected TV (CTV) and Digital-Out-Of-Home (DOOH), digital audio.

omnichannel retail

Omnichannel refers to the practice of creating a seamless shopping experience for customers across all channels, including online, in-store, and mobile. This means that customers should be able to start a shopping journey on one channel and seamlessly continue it on another channel.

Term

omnichannel retail media

online/offline sales conversion

on-site / on-network / on-platform retail media

on-site display

point-of-sale data

predictive audiences

product feed management

product listing optimisation

product recommendations

product search

real-time targeting

research online buy in-store (robis) or research online shop in-store (rosi) or research online purchase offline (ropo)

retail media network (rmn)

Definition

Omnichannel Retail Media solutions provide access to Retail Media both in-store and online (retailer owned "onsite" properties or off-site).

Total offline or in-store sales value generated from exposed users over the campaign duration and attribution window.

on-site is advertising sold on a commerce platform or retailer's own digital properties. This typically includes owned and operated websites and apps.

An example of on-site retail media. Online advertisements, including "digital display" banners or videos, are displayed on a retailer's consumer-facing websites.

Transaction data collected at the point of sale, providing insights into customer behaviour and preferences.

Predictive audience is targeting specific audience segments based on predictive models that forecast user behaviour.

Product feed management is the administering and optimising of product feeds to enhance the performance of online advertising campaigns.

Product listing optimisation involves enhancing and enriching elements of a product listing or product feed to improve ranking in marketplaces, increase traffic, and boost conversions.

Product recommendations are typically AI-driven algorithms that enhance the relevance of digital content for specific products based on a shopper's on-site behaviour, such as navigation, recency, and the types of other products browsed.

An example of on-site retail media. Product search involves sponsored-search ads and premium product placement on a retailer's e-commerce site using proprietary consumer data, including history, preferences, and demographics.

Real-time targeting is a way for advertisers to deliver personalised messages within milliseconds to the right audience at the right time

All these variations refer to the concept where shoppers research brands, offers, and products online before making an in-store purchase.

A Retail Media Network (RMN) is the entity comprising both online and offline channels where brands can advertise to reach shoppers. It encompasses the actual 'spaces' or 'channels', such as e-commerce sites, in-app spaces, in-store digital displays, off-site retail data, and email marketing channels, where advertisements can be placed.

Term

retail media platform

return on ad spend (ROAS)

return on investment (ROI)

sales uplift

screen networks

self-serve platform

shelf-edge ads

shoppable content

shoppable media

Definition

A Retail Media Platform (RMP) is a technological solution or software system that facilitates the management, execution, and analysis of advertising campaigns within the Retail Media Network. It allows brands to reach shoppers at the point of purchase on retailer and marketplace websites and apps. RMPs offer a variety of ad formats, including sponsored products, display and video ads, instore display and offsite.

ROAS indicates the cost effectiveness of a campaign by measuring attributable sales divided by the total ad spend.

Return on Investment (ROI) is a metric used to measure the performance of an ad investment. It is expressed as a percentage and calculated by dividing an investment's net profit (or loss) by its initial cost.

Sales Uplift determines overall Sales lift for a brand during a set amount of time by undertaking an AB test using an exposed vs non-exposed group. The exact methodology for the AB test will vary by Retailer / Retail Media Network.

A collection of connected digital screens that are placed throughout a retailers' network of stores that can be used to display a variety of content, including advertising, product information, and promotions. Through ownership or partnership, a screen network can be extended to include proximity screens and other screen inventory that a retail media network has been provided access to. Screens could be placed within the car park, foyer, aisle, checkout and post-checkout areas.

Self-Serve Platform is a retail media advertising platform that enables marketing teams and agencies to have direct access to data, inventory, and more, allowing for greater control and clarity in advertising efforts.

An example of in-store media. Shelf edge advertising promoted products are placed right at the point of sale (POS) to drive conversion. Attached to the shelf where the products can be bought, they can vary in content and format - promotions, coupons, recipes, competitions. Historically physical/ print media, digital versions are becoming more prevalent.

Media content that directly links to a product or service for immediate purchase. This could be within articles, social media posts, or videos.

Enabled by dynamic creative and technology that allow e-commerce basket building and / or checkout directly in the ad unit.

Term

shopper marketing

Definition

An overarching term to describe a marketing discipline that leverages behavioural insights to influence consumer purchasing decisions at critical points in their customer journey.

It focuses on the experiences that influence customers to buy something as opposed to driving brand recognition or engagement, like traditional marketing. In-store examples include displays and demos, whilst online would include personalised ads and on-site recommendations.

showrooming

The practice where customers visit a physical store to examine products before purchasing them online.

sponsored product ads

(also known as promoted products)

An example of on-site retail media. Sponsored Products ads are keyword- or product-targeted ads that promote individual listings and appear in shopping results and product detail pages on the retailer's site.

stock keeping unit (sku)

A unique identifier is assigned to each product variant, allowing accurate tracking and inventory management.

supplier

An organisation, often referred to as a brand that provides a product or service for sale via a retail partner or marketplace.

supply-side retail media

Supply-side retail media (SSRM) is a type of retail media that allows brands to buy ad space directly from retailers owned and operated properties. The ad space inventory is accessed via a platform where retailers can manage and sell their ad space directly to advertisers. This is in contrast to traditional retail media, where brands buy ad space from intermediaries, such as ad networks and exchanges.


trade marketing


A marketing strategy focused on wholesalers, retailers, and distributors. Its goal is to increase demand from supply chain partners and promote products to consumers, by increasing product visibility within a retail environment. Trade marketing is funded by trade budgets which is the money that manufacturers or suppliers spend on advertising and promotional activities in partnership with retailers.

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