

The logo for IAB Europe Academy is a dark blue circle containing the text "IAB EUROPE ACADEMY" in white. It is surrounded by two curved lines, one light blue and one dark blue, and a small circular icon with a star and ribbon at the bottom right.

**IAB EUROPE
ACADEMY**

RETAIL MEDIA ESSENTIALS

OVERVIEW

Retail Media represents the third wave of digital advertising and is one of the fastest-growing segments in the industry, projected to reach [31bn Euros by 2028](#). This growth is fueled by the surge in e-commerce and the increasing reliance on first-party data. Recognising these emerging trends, the IAB Europe Academy is dedicated to equipping digital advertising professionals with the knowledge and skills necessary to adapt to new market demands. We will provide you with a solid foundation in Retail Media, exploring key trends, diverse ad formats, and effective measurement techniques.

FORMAT & DURATION

One 2.5-hour session covering five modules

The course will offer a blended learning approach, including:

- **Bite-Sized Learning Modules:** Concise and informative text modules provide a solid foundation in key concepts.
- **Live Video Lesson:** Visually-driven explanations for deeper learning.
- **Interactive Quizzes:** Participants test their knowledge and solidify key learnings through interactive quizzes.

Each module will run for 20 minutes followed by a 7-minute quiz for participants to test their knowledge. You will be offered a 15-minute break between Module 3 and Module 4.



DELIVERY METHOD

- Virtual with the IAB Europe Academy Training Platform
- Some courses will be offered in person in 2025

TRAINING CONTENT

The core curriculum will encompass five modules, addressing the following areas:

1. Demystifying Retail Media: Solidifying the Basics

In this module, we will explore retail media products, providing concrete applications for each one. We'll delve into their nuances, adoption rates, and the Ad Tech companies that support them. Additionally, we will discuss the IAB standard formats for display advertising. By the end of this course, you will have a clear understanding of the various products available to you.

2. Omnichannel Buying

Retail encompasses on-site, off-site, and in-store strategies, making it challenging to develop a cohesive omnichannel buying approach. This module will guide you through the available options, equipping you with the knowledge to support a seamless omnichannel strategy.



3. Measurement and Attribution: On-Site and Off-Site

This course focuses on IAB Europe's standards for on-site and off-site attribution and measurement, encompassing both media and sales measurement. Retailers adhering to these standards will receive certification, which will be significant throughout 2025 and beyond. You'll gain a unique insight into the implications and importance of this certification and these standards.

4. Measurement In-Store

In-store retail media is a vital component of any retail media program, offering unparalleled scale due to store traffic. Often referred to as "the new TV," measuring in-store effectiveness is complex. The IAB US and Europe have jointly established common definitions and measurement standards for this purpose. By the end of this module, you will understand the key terminology and methodologies related to in-store measurement.

5. Retail Media and Market Analysis

IAB Europe publishes an annual market analysis of retail media. In this final course, you will learn about market trends and sizing, empowering you to apply these insights to your day-to-day decisions within the larger retail ecosystem.



FACILITATORS



Yara Daher, Retail Media Consultant at IAB Europe

Yara Daher is a Retail Media Network (RMN) pioneer, having shaped some of the industry's earliest RMN successes while at HookLogic (acquired by Criteo). Based in London, Yara joined HookLogic in 2014 and was instrumental in developing and launching RMNs for Walmart, Target, Best Buy, and other major retailers. She later became Head of Retail Partnerships in the U.S. at Criteo and led Retail Media for the company in Brazil. More recently, Yara guided a portfolio of European startups in Retail Media, including the launches of MikMak and Symbiosys. Currently, Yara co-leads the Retail Media Standards Committee for IAB Europe. She earned a B.A. degree from the University of Southern California and an MBA from Columbia University in New York.

FACILITATORS



Colin Lewis, Retail Media Specialist

Colin is the co-founder of Retail Media Works, which, alongside its sister brand Grace and Co, collaborates with brands and retailers worldwide on digital commerce and retail media strategies. Colin works with like brands like Barilla, Fonterra, PepsiCo, Optimum Nutrition and L'Oreal UK, as well as retailers such as Superdrug, Migros, The Warehouse Group, The Very Group, Ocado Retail, Terry White Chemmart to help set up their retail media networks. Colin has authored eleven best practice reports on eCommerce and retail media and created three indepth courses on digital commerce as well as retail media. Colin also co-hosts the "Retail Media Therapy" podcast.

The logo for IAB Europe Academy is centered on the left side of the image. It features a large, dark blue circle with the text "IAB EUROPE ACADEMY" in white, bold, sans-serif capital letters. To the top-left of this circle is a smaller, light blue circle. To the bottom-right is a small purple circle containing a white icon of a star inside a circle with a ribbon. Several curved lines in light blue and purple arc around the main dark blue circle. The background is a dark, abstract composition of vibrant pink, purple, and blue light streaks and bokeh effects.

IAB EUROPE ACADEMY

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