



IAB & IAB Europe In-Store Retail Media Definitions & Standards FAQs

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What are the In-Store Retail Media Definitions and Standards?

The standards cover a range of essential areas including:

- **Definitions:** Clear terminology for in-store digital Retail Media components.
- **Formats:** Recommended formats for in-store advertising placements.
- **Store Zones:** Standardised classification of key areas within stores where media can be deployed (e.g., entry, checkout, aisle).
- **Measurement:** Guidelines for tracking, reporting, and analysing campaign performance across various in-store formats.

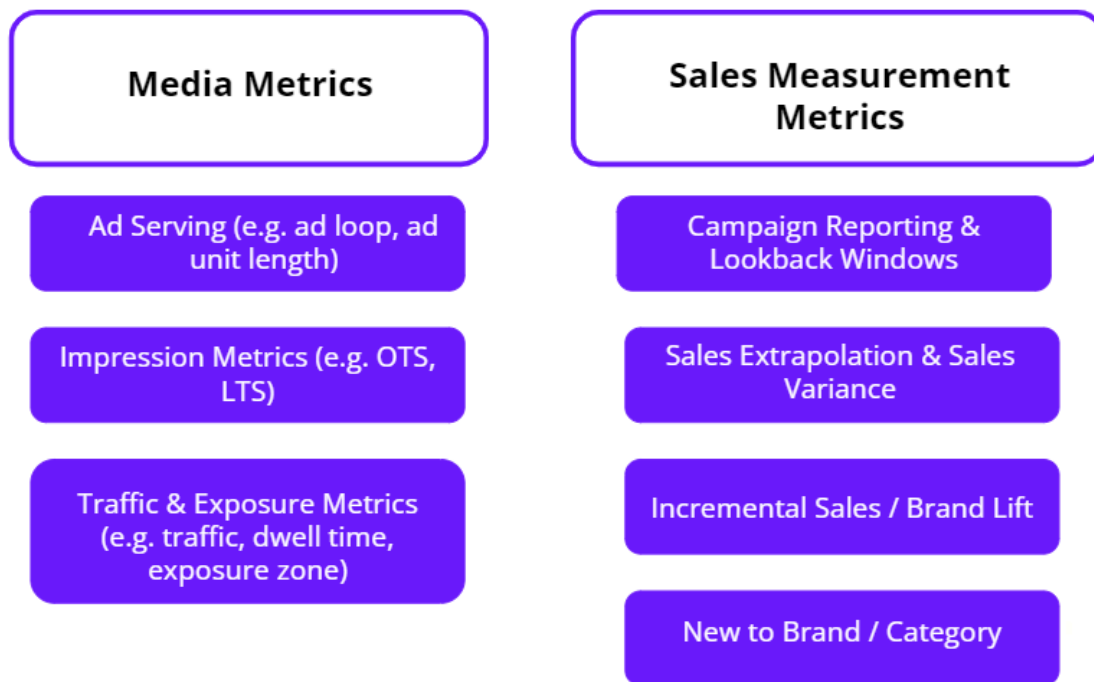
Why have IAB Europe and IAB developed in-store Retail Media definitions and measurement standards?

Retailers are in a unique position to directly link ad spend to sales outcomes. This unique promise fueled the initial growth of Retail Media. In-store media activations are not new. Recent years have seen significant advancements in the planning, execution, and measurement of in-store media. The combination of in-store media's reach and the growth of retail media networks presents substantial opportunities for both advertisers and retailers. As the in-store digital Retail Media landscape continues to grow, these standards represent a crucial step toward technological investment and the standardisation needed

to drive further adoption and cross-channel integration of Retail Media.

What metrics are covered in the Standards?

The following diagram provides an overview of the metrics covered in the following standards document.



How were the Standards developed?

The standards are the result of a joint initiative between IAB Europe and IAB that builds on the [IAB/MRC Retail Media Measurement Guidelines](#) and [IAB Europe's Retail Media Measurement Standards](#) released by IAB in January 2024 and by IAB Europe in April 2024. Developed through a highly collaborative process involving key industry stakeholders, the effort included an [in-person workshop](#) hosted by IAB Europe in July 2024 that brought together 14 Retail Media Networks (RMNs) such as Ahold Delhaize, Douglas Marketing Solutions, Kingfisher, MediaMarkt, and Schwarz Media, among others. The process also involved virtual workshops and consultations with buy- and sell-side stakeholders, ensuring comprehensive representation from those driving the future of Retail Media.



How can I provide feedback?

The new standards are now open for industry feedback until 1st November 2024, and we invite you to send all comments to retailmediastandards@iabeurope.eu or data@iab.com. IAB Europe and IAB have also planned further guidance and education sessions to support implementation.

How do these Standards align with other industry initiatives

It is worth noting that IAB Europe and IAB/ MRC published standards for retail media measurement in online environments (on-site and off-site) earlier this year. Where possible, we have maintained similar standards for in-store digital retail media.

- [IAB Europe Retail Media Measurement Standards](#)
- [IAB US / MRC Retail Media Measurement Guidelines](#)

IAB recognises the fact that there has already been some progress made on the development of standards for DOOH media which can be seen in the [MRC Digital OOH Measurement Guidelines](#). Retail stores not only offer more diverse formats than Digital OOH but they also differ in that they are tied to a point of sale and as such required some refinement to Digital OOH Measurement. The MRC Guidelines have been used as the basis for the development of these standards.

What markets or regions do the standards cover?

The standards have been developed by IAB and IAB Europe and therefore cover the U.S. and markets within Europe. We welcome any other region or market that wishes to adopt these definitions and standards to ensure global alignment.

What areas of Retail Media standardisation will be addressed next?

IAB Europe has plans to cover the following areas in future standardisation workshops; Audience Measurement, Creative Ad Format Standardisation, Product Category Standardisation, Digital Shelf Ranking and Brand Salience metrics. IAB Europe has developed the following roadmap for standardisation in 2024:

