

IAB EUROPE RETAILER DIGITAL ADVERTISING CAPABILITY MAP

October 2024



CONTENTS

- 03 INTRODUCTION
- 04 PARTICIPATING COMPANIES AND KEY
- 05 GROCERY RETAILERS
- 08 BEAUTY & FASHION RETAILERS
- 11 MULTI CATEGORY & MARKETPLACES RETAILERS
- 14 CONTACT US

INTRODUCTION

IAB Europe forecasts that Retail Media Ad Spend in Europe to reach 31bn EUR by 2028. It is no secret that Retail Media is transforming the digital advertising ecosystem and how brands invest in it. As the number of Retail Media Networks (RMNs) continue to grow, it is important that brands are able to easily assess where to invest. This is why IAB Europe has created the Retailer Capability Map.

WHAT IS IT?

The IAB Europe Retailer Capability Map provides information about the on-site, off-site and in-store opportunities offered by retailers operating in Europe as well as the targeting and measurement options available. Please note, the capabilities are self-declared and not verified or checked by IAB Europe.

WHO IS IT FOR?

Media buyers and brands can use the Map to compare retailer offerings and assess retailer maturity.

HOW OFTEN IS IT UPDATED?

The Map is updated twice a year. The next update is due in Q2 2025.

HOW CAN MY BUSINESS BE INCLUDED?

If you are a retailer or retail media network interested in joining the Map, please email Marie-Claire Puffett on puffett@iabeurope.eu

THANK YOU TO THE FOLLOWING COMPANIES FOR PARTICIPATING IN THIS INITIATIVE

NEC
TAR
36

CO-OP MEDIA NETWORK

Elevate
Expert Solutions For Savvy Brands

Retail Media Services

LS ELEVEN MEDIA SERVICES

Morrisons Media Group

schwarz media

Tesco Media and Insight Platform.

mimeda

ASOS

bmg
Boots Media Group

DOUGLAS

bol.

kleinanzeigen

very media group.

unlimitail
The Retail Media PowerHouse

KEY

N

NECTAR 360

C

CO-OP MEDIA NETWORK

LS

LS11 MEDIA SERVICES (ASDA)

M

MORRISONS MEDIA GROUP

E

ELEVATE

T

TESCO MEDIA & INSIGHT PLATFORM

SM

SCHWARZ MEDIA NETWORK

ah

ALBERT HEIJN RETAIL MEDIA SERVICES

m

MIGROS - MIMEDIA

a

ASOS MEDIA GROUP

b

BOOTS MEDIA GROUP

D

DOUGLAS MARKETING SOLUTIONS

b

BOL.COM

ka

KLEINANZEIGEN

V

VERY MEDIA GROUP

un

UNLIMITAIL



GROCERY

N

C

LS

M

E

T

SM

on

m

MARKET(S) ACTIVE IN

UK

UK

UK

UK

REPUBLIC AND
NORTHERN
IRELAND

UK

EUROPE

NETHERLANDS

EUROPE

MEDIA / ADVERTISING OFFER IN-HOUSE

YES, FOR ALL OF OUR OFFERING

●

●

●

●

●

●

YES, FOR SOME OF OUR OFFERING

●

●

●

NO

MEDIA / ADVERTISING VIA A THIRD-PARTY

YES

●

●

●

●

●

●

●

●

●

NO

AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS

Epsilon

N/A - all
managed
in-house

Criteo,
Scoota

Citrus, Criteo,
RMI, Contentful,
Eagle Eye

Google Analytics

Epsilon,
Google Ad Manger,
dhSphere

Own adserver
technology - Schwarz
Media Platform
PromotelQ

Adhese
Segment
Blue Willy Wig
Advendio

Mimeda - Mlink

AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS

Infosum, Experian,
Meta, DV360,
YouTube, The Trade
Desk, Channel4, Sky,
PubMatic

Bliss
Meta
TikTok

Meta, Criteo,
LiveRamp

Meta, The Trade Desk,
Salesforce

Meta, Pinterest,
Google, The Trade
Desk, Liveramp,
Infosum, ITV, C4,
Sky, dhSphere

Trade Desk
DV360
Virtual Minds
(Adex, Active Agent)

Adhese
Infosum
Segment
Advendio

Adform
Google
Meta
TikTok

AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS

Clear Channel

ImageSound
itg

Clear Channel,
Skraich

Bizerba, ITAB,
now signage

Broadsign
Quividi

Barrows, Pixel,
dhSphere

SSP1
(One Tech Group)
Adtrac

Broadsign
Adhese
Advendio

M-link
Pixage
Tokinomo

ON-SITE PROPERTIES

DISPLAY	●	●	●	●	●	●	●	●	●
DISPLAY VIDEO	●		●		●	●		●	
SPONSORED PRODUCT OR SEARCH ADS	●	●	●	●	●	●	●	●	●
TENANCIES / TAKEOVER	●		●		●	●		●	
BRANDED EXPERIENCES (E.G. BRAND SHOPS)	●	●	●	●	●		●	●	
NATIVE ADS	●		●	●		●		●	
OTHER (PLEASE SPECIFY)	Branded recipes								Branded recipes Sponsored brand

OFF-SITE PROPERTIES

SOCIAL	●	●	●	●		●	●	●	●
SEARCH							●		●
DISPLAY	●	●	●	●		●	●	●	●
DOOH	●		●			●	●	●	●
CTV (BVOD & AVOD)	●					●	●		●
DISPLAY VIDEO	●					●	●		●
OTHER (PLEASE SPECIFY)									

IN-STORE PROPERTIES

DIGITAL SCREENS	●	●	●	●	●	●	●	●	●
DOOH	●		●		●	●	●	●	●
PRINTED / STATIC	●								
AUDIO	●	●	●	●		●		●	●
CONNECTED SHOPPING	●		●			●		●	
EXPERIENTIAL	●								
OTHER (PLEASE SPECIFY)									

TARGETING OPTIONS

KEYWORD (FOR SEARCH)	●	●	●	●	●	●	●	●	●
PAGE (FOR CATEGORY)	●	●	●	●	●	●	●	●	●
PRODUCT RECOMMENDATION	●					●	●	●	●
SHOPPER DATA	●	●	●	●		●	●	●	●
CONTEXTUAL	●	●	●			●	●	●	●
SKU PRODUCT INFORMATION	●			●		●	●	●	●
LOOKBACK WINDOWS (I.E. PREVIOUSLY VIEWED OR PURCHASED)	●		●			●	●	●	
OTHER (PLEASE SPECIFY)									

MEASUREMENT OPTIONS

ROAS FOR SPONSORED SEARCH / PRODUCT ADS	●		●	●		●	●	●	●
ROAS FOR DISPLAY ADS	●		●			●	●	●	●
CLICK-BASED VS. VIEW-BASED ROAS	●		●			●	●	●	●
IAB EUROPE STD (DF) 30 DAY LOOKBACK WINDOW	●					●	●		●
FLEXIBLE LOOKBACK WINDOW						●	●		
SAME SKU ATTRIBUTION	●					●	●	●	
HALO ATTRIBUTION	●	●				●	●		
SALES EXTRAPOLATION	●							●	●
NEW TO BRAND / REPEAT SHOPPERS	●				●	●	●	●	●
NEW TO CATEGORY / REPEAT SHOPPERS	●		●		●	●	●	●	●
IN-FLIGHT OPTIMISATION	●			●		●	●	●	●
SALES UPLIFT	●				●	●	●	●	●
SALES VALUE	●				●	●	●	●	●
INCREMENTAL ROAS (IROAS)					●	●	●		
OMNICHANNEL ROAS	●					●	●	●	
SKU SALES	●	●				●	●		●
CLTV	●					●	●		
ACOS	●						●		●
CTR	●	●	●	●		●	●	●	●
REACH	●	●		●	●	●	●	●	●
AD IMPRESSIONS	●	●		●		●	●	●	●
VIEWABILITY FOR DISPLAY ADS	●	●					●		●
VIEWABILITY FOR VIDEO ADS	●	●					●		
BRAND SAFETY	●				●	●	●	●	
BRAND SUITABILITY	●				●	●	●		
CPA	●					●	●		●
BEHAVIOURAL TARGETING	●					●	●	●	●
OTHER (PLEASE SPECIFY)		Brand uplift							



BEAUTY & FASHION

a

b

D

MARKET(S) ACTIVE IN

Global - European countries plus others

Uk & Ireland

Europe

MEDIA / ADVERTISING OFFER IN-HOUSE

YES, FOR ALL OF OUR OFFERING

YES, FOR SOME OF OUR OFFERING

NO

MEDIA / ADVERTISING VIA A THIRD-PARTY

YES

NO

AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS

Google
Criteo

Criteo,
LiveRamp

Criteo,
Zeotap

AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS

Google

Meta, Snap, Pinterest, TikTok, YouTube, The Trade Desk, DV360, Symbiosys, ITV, Liveramp, Smartly, Double Verify & Infosum

All social media networks, DV360 & The Trade Desk, Criteo

AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS

Pixel (Scala), ImageSound (DLP), LiveRamp



BEAUTY & FASHION

a

b

D

ON-SITE PROPERTIES

DISPLAY	●	●	●
DISPLAY VIDEO			●
SPONSORED PRODUCT OR SEARCH ADS	●	●	●
TENANCIES / TAKEOVER		●	●
BRANDED EXPERIENCES (E.G. BRAND SHOPS)	●	●	●
NATIVE ADS	●	●	●
OTHER (PLEASE SPECIFY)			

OFF-SITE PROPERTIES

SOCIAL	●	●	●
SEARCH		●	
DISPLAY	●	●	●
DOOH	●	●	●
CTV (BVOD & AVOD)		●	●
DISPLAY VIDEO		●	●
OTHER (PLEASE SPECIFY)		Digital Audio	

IN-STORE PROPERTIES

DIGITAL SCREENS		●	●
DOOH			
PRINTED / STATIC			
AUDIO		●	
CONNECTED SHOPPING			
EXPERIENTIAL			
OTHER (PLEASE SPECIFY)			

TARGETING OPTIONS

KEYWORD (FOR SEARCH)	●	●	●
PAGE (FOR CATEGORY)	●	●	●
PRODUCT RECOMMENDATION		●	●
SHOPPER DATA		●	●
CONTEXTUAL	●	●	●
SKU PRODUCT INFORMATION	●	●	●
LOOKBACK WINDOWS (I.E. PREVIOUSLY VIEWED OR PURCHASED)	●	●	●
OTHER (PLEASE SPECIFY)			



BEAUTY & FASHION

a

b

D

MEASUREMENT OPTIONS

ROAS FOR SPONSORED SEARCH / PRODUCT ADS	●	●	●
ROAS FOR DISPLAY ADS	●	●	●
CLICK-BASED VS. VIEW-BASED ROAS	●	●	●
IAB EUROPE STD (DF) 30 DAY LOOKBACK WINDOW	●		●
FLEXIBLE LOOKBACK WINDOW			●
SAME SKU ATTRIBUTION	●	●	●
HALO ATTRIBUTION	●	●	●
SALES EXTRAPOLATION			
NEW TO BRAND / REPEAT SHOPPERS	●	●	●
NEW TO CATEGORY / REPEAT SHOPPERS	●	●	●
IN-FLIGHT OPTIMISATION	●	●	●
SALES UPLIFT	●	●	●
SALES VALUE		●	●
INCREMENTAL ROAS (IROAS)	●	●	
OMNICHANNEL ROAS		●	
SKU SALES	●	●	●
CLTV	●		
ACOS		●	●
CTR	●	●	●
REACH	●	●	●
AD IMPRESSIONS	●	●	●
VIEWABILITY FOR DISPLAY ADS			●
VIEWABILITY FOR VIDEO ADS			●
BRAND SAFETY	●	●	●
BRAND SUITABILITY		●	●
CPA		●	●
BEHAVIOURAL TARGETING	●	●	
OTHER (PLEASE SPECIFY)			●



MARKETPLACE & MULTI-CAT



MARKET(S) ACTIVE IN

Netherlands

Germany

UK

Global - European countries plus others.
NB: Unlimitail runs the RMNs for 25+ retailers including Carrefour, B&Q, Castorama, ICA, VeePee

MEDIA / ADVERTISING OFFER IN-HOUSE

YES, FOR ALL OF OUR OFFERING

YES, FOR SOME OF OUR OFFERING

NO



MEDIA / ADVERTISING VIA A THIRD-PARTY

YES

NO



AD TECHNOLOGY AND DATA PARTNERS FOR ON-SITE ADS

Proprietary tech,
Google Ad Manager,
Mabaya, Kevel,
Hightouch

Criteo, Bazaarvoice,
Movable Ink

Epsilon

AD TECHNOLOGY AND DATA PARTNERS FOR OFF-SITE ADS

Google DV360,
Infosum, Meta,
Google Customer
Match

Google, Zenith,
YouTube, Meta,
Pinterest, TikTok

Liveramp
Epsilon
DV360
Social Networks
(Meta/ TikTok /
Snapchat/ Youtube/
Pinterest)

AD TECHNOLOGY AND DATA PARTNERS FOR IN-STORE DIGITAL ADS

Mediaperformance
Instore Media
JC Decaux
Fill up Media
Shelf Service
Pos Media
Dunnhumby



MARKETPLACE & MULTI-CAT



ON-SITE PROPERTIES

DISPLAY	●	●	●	●
DISPLAY VIDEO	●	●	●	●
SPONSORED PRODUCT OR SEARCH ADS	●	●	●	●
TENANCIES / TAKEOVER		●	●	
BRANDED EXPERIENCES (E.G. BRAND SHOPS)	●		●	●
NATIVE ADS	●	●	●	●
OTHER (PLEASE SPECIFY)				Promogaming

OFF-SITE PROPERTIES

SOCIAL	●		●	●
SEARCH				
DISPLAY	●		●	●
DOOH	●		●	●
CTV (BVOD & AVOD)			●	●
DISPLAY VIDEO	●		●	●
OTHER (PLEASE SPECIFY)				

IN-STORE PROPERTIES

DIGITAL SCREENS				●
DOOH				
PRINTED / STATIC				●
AUDIO				
CONNECTED SHOPPING				●
EXPERIENTIAL				●
OTHER (PLEASE SPECIFY)				

TARGETING OPTIONS

KEYWORD (FOR SEARCH)	●	●	●	●
PAGE (FOR CATEGORY)	●		●	●
PRODUCT RECOMMENDATION			●	●
SHOPPER DATA	●		●	●
CONTEXTUAL	●	●	●	●
SKU PRODUCT INFORMATION	●	●	●	●
LOOKBACK WINDOWS (I.E. PREVIOUSLY VIEWED OR PURCHASED)	●		●	●
OTHER (PLEASE SPECIFY)				



MARKETPLACE & MULTI-CAT



MEASUREMENT OPTIONS

ROAS FOR SPONSORED SEARCH / PRODUCT ADS	●			●
ROAS FOR DISPLAY ADS	●			●
CLICK-BASED VS. VIEW-BASED ROAS	●			●
IAB EUROPE STD (DF) 30 DAY LOOKBACK WINDOW	●			●
FLEXIBLE LOOKBACK WINDOW			●	●
SAME SKU ATTRIBUTION	●		●	●
HALO ATTRIBUTION				●
SALES EXTRAPOLATION				●
NEW TO BRAND / REPEAT SHOPPERS	●			●
NEW TO CATEGORY / REPEAT SHOPPERS	●			●
IN-FLIGHT OPTIMISATION		●		●
SALES UPLIFT	●		●	●
SALES VALUE	●		●	●
INCREMENTAL ROAS (IROAS)	●			●
OMNICHANNEL ROAS				●
SKU SALES			●	●
CLTV				●
ACOS	●			●
CTR	●	●	●	●
REACH	●	●	●	●
AD IMPRESSIONS	●	●	●	●
VIEWABILITY FOR DISPLAY ADS	●	●	●	●
VIEWABILITY FOR VIDEO ADS	●	●	●	●
BRAND SAFETY		●	●	●
BRAND SUITABILITY		●	●	●
CPA	●	●	●	●
BEHAVIOURAL TARGETING	●	●		●
OTHER (PLEASE SPECIFY)				●

User journey/ Share of voice /
Attribution Instore /
Onsite Incrementality



Marie-Clare Puffett

Industry Development & Insights Director

puffett@iabeurope.eu

iab europe
Rond-Point Robert
Schumanplein 11
1040 Brussels
Belgium

 @iabeurope

 /iab-europe

iabeurope.eu