

June 2024



# IAB EUROPE'S 101 GUIDE TO RETAIL MEDIA

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## Introduction

The rapid growth of e-commerce means Retail Media has reached critical mass – riding a third wave of digital advertising. From 2012 to 2022, the online share of retail trade more than doubled in the UK and more than tripled in Germany, with a 26.5% and 19.6% share respectively according to the Centre for Retail Research. More people are buying products and services on e-commerce sites than ever before, which generates valuable data in the form of shopper behaviour logs that translate into audiences and signals for advertisers to target. Furthermore, [more than 90% of advertisers are partnering with retailers](#) to reach existing and prospective consumers. This trend will only continue. IAB Europe forecasts that Digital Retail Media advertising spend will exceed €21bn by 2026.

The growth of Digital Retail Media could be described as significant; brands are now able to work with retail partners to directly engage with their consumers across the path to purchase, using retailer first-party data to target, optimise and measure their campaigns. [More than a third of buyers cite access to first-party data](#) as one of the key drivers of Retail Media adoption and the majority are already working on their first-party data strategy. The ability to advertise right at the point of purchase combined with closed loop attribution is another reason Retail Media is seeing such high growth.

This Guide to Retail Media was first developed by experts from IAB Europe's Retail Media Committee in September 2023 and this updated ensures the content continues to serve as a relevant educational 101 Guide to Retail Media, including what it is, with key definitions, how it works, why it's important for brands, how to buy it and how to measure it. The guide also includes some key best practices for stakeholders operating in this channel.

## Section 1 – What is Retail Media?

As with any emerging technology or solution it is vital to first understand and define what we mean by Retail Media. To overcome this challenge IAB Europe's Retail Media Working Group has created the first pan-European definitions of Retail Media in a digital advertising sphere which have consensus across the National IAB network in Europe. These harmonised definitions drill down into digital on-site, digital off-site, and digital in-store, offering a crucial first step in how to understand Digital Retail Media. Having a common understanding is essential for developing effective measurement, standards and guidance.

Sometimes the term 'commerce media' is used within the industry - this incorporates retail media but also other verticals, including travel, quick service restaurants, auto and b2b companies. Increasingly, non-retail commerce companies are establishing media businesses similar to those offered by retailers.

### **Pan-European Retail Media Definition**

Retail Media refers to the advertising space, retail data assets and in-store opportunities a retailer or marketplace owns, which is then made available to brands for the execution of advertising campaigns. Campaign goals include (but are not limited to) brand awareness, driving sales and new product discovery. This Guide primarily focuses on digital assets within retail media.

Retail Media includes an increasing range of digital opportunities which can be segmented into off-site, on-site and in-store environments. Retail Media also includes the targeting, optimisation and measurement elements of digital campaigns.

### **On-Site Digital Retail Media**

On-site Retail Media is advertising sold on the retailer's own digital properties. This typically includes retailer websites and apps (e.g. Lidl, Albert Heijn, ICA), or online consumer shopping marketplaces (e.g. bol.com, eBay and Amazon). On-Site Retail Media also includes the ability to optimise and measure campaigns as well as target specific inventory.

Formats include, but are not limited to, sponsored product ads, sponsored search results, display banners, brand pages and video.

Search and sponsored product ads are generally bought on a biddable Cost-Per-Click (CPC) basis while most display and video executions can be bought on a Cost-Per-Mille (CPM). Fixed tenancy opportunities are also available.

### Off-Site Digital Retail Media

Off-site Retail Media refers to the use of retailer data to buy advertising sold on inventory outside of retailers online (web and app) shopping platforms. The inventory available with third-party partners includes display, video, social, Connected TV (CTV) and Digital-Out-Of-Home (DOOH). This inventory can be bought with targeting options based on the retailer’s first-party consumer data. Off-Site Retail Media often requires the creative to be co-branded and to contain direct links to the product on the retailer's website. Off-Site Retail Media can be bought and managed directly by retailers, or from other providers including agencies and platforms.

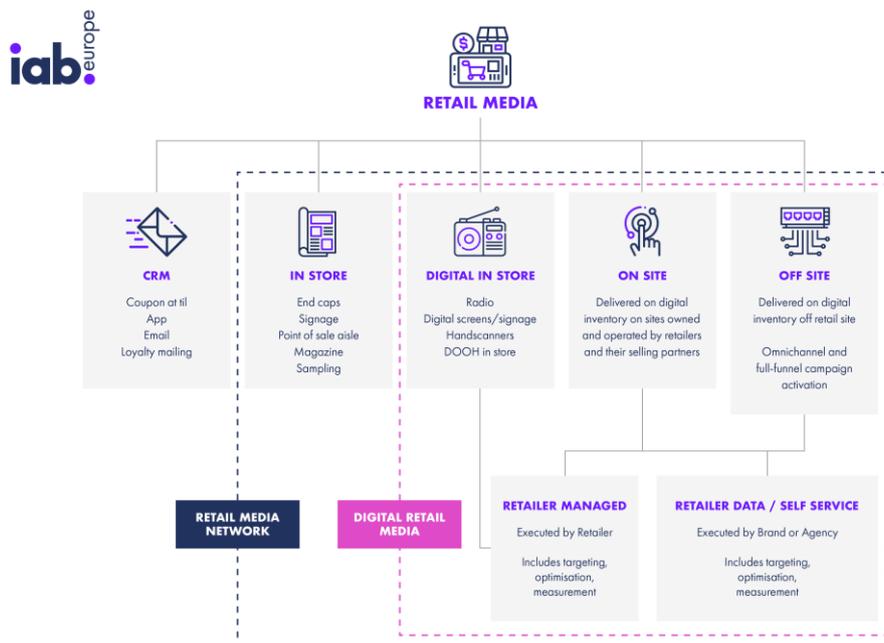
### In-Store Digital Retail Media

In-store digital Retail Media opportunities are also offered by retailers to agencies and brands. The digital opportunities available include radio, DOOH screens, TV, ATMs and hand scanners. Most in-store digital is bought directly from the retailer as a managed service, Programmatic opportunities are also available.

More traditional (non-digital) media placements are also available in-store. These include but are not limited to trolley panels, shelf booklets, gondola ends and sampling.

### Definition Diagram

The following diagram provides a modular overview of what is included within Digital Retail Media



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## Section 2 – How Can Retail Media Campaigns Be Bought?

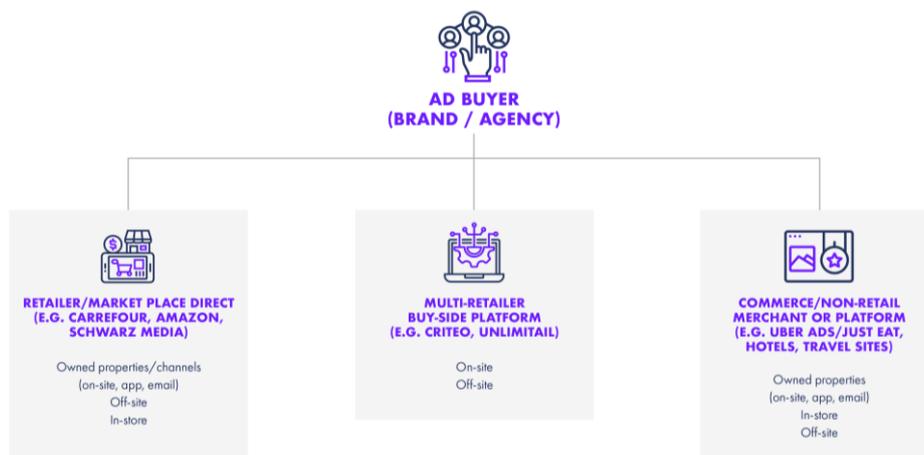
Generally Digital Retail Media campaigns can be bought via managed service, self-service or programmatically via a DSP. These can be both on-site or off-site which are covered in section 4.

**Managed Service** campaigns are bought from and managed directly by retailers or by inventory aggregators that manage campaigns over a network of various retailers. The advertiser makes a booking with a relevant retailer or retail media aggregator who will then set-up and run a campaign using their retail data across the inventory of choice or will manage and advise on the targeting (keywords, categories, products). The advertiser usually pays a price that covers media, data and measurement as a fully managed service. Similarly, off-site campaigns (delivery on 3rd party inventory like video, social, display, ATV/CTV) can also be bought via managed service.

**Self-Service** gives advertisers the opportunity to buy on-site and/or off-site campaigns directly via a retailer platform solution. Using self-service the advertisers manage the delivery, inventory and targeting of the campaign. Additionally, self-service campaigns can also be accessed by using demand-side platforms for example by using an API-connection to retailers.

Another variation of self-service is buying programmatic retail media campaigns via a DSP (in contrast to individual retailer portals or specialised API partners). Currently, programmatic buying occurs mainly for off-site campaigns: advertisers partner retailer provided data with off-site inventory (e.g. ATV/CTV, display, video, social).

### PATHS TO PURCHASING RETAIL & COMMERCE MEDIA



## Section 3 – Why is Retail Media Important to Brands?

Once perceived as purely lower funnel activity, Retail Media has fast evolved into a broader, more balanced and sophisticated proposition. No longer purely the domain of trade marketers, shopper marketers or e-commerce teams, it offers brands and retailers a unique opportunity to increase revenue and reach a wider audience, including increasingly digital customers across all media channels.

At the simplest level Retail Media provides the ability to precisely reach relevant users based on actual shopping behaviour. This complements demographic, behavioural or contextual proxies for those same users. For example, identifying those shopping in category but not buying your brands for category share, or identifying shoppers in adjacent categories for category growth objectives. This reduces media wastage and drives media efficiency across the entire media plan. The following diagram provides an explanation of this.



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Specific benefits include:

- **More precise targeting:** Retail media allows brands to precisely target audiences despite the loss of third-party cookies. Retailers have abundant first-party consented data, including customer email IDs, enabling accurate matching and attribution. This ensures effective ad targeting both on-site and off-site, which will be crucial when third-party cookies are phased out, leaving marketers unable to reach two-thirds of internet users.
- **A more diverse range of outcomes:** Digital retail media offers benefits beyond immediate sales by enhancing brand visibility and engaging a broader audience across various touchpoints to promote brand awareness and product consideration. It builds long-term brand loyalty through personalised experiences and provides valuable insights via first-party data for precise targeting.
- **Consistent targeting and measurement across digital media channels:** Data from retailers can be used to consistently target audiences and measure campaigns across a range of digital media channels (e.g. DOOH, CTV, Audio etc.). By doing so, brands ensure they are reaching the relevant audiences who may be engaging with different forms of media.
- **Search engine for products:** E-commerce sites are increasingly becoming the starting point in the customer journey, i.e. acting as a search engine for products. This presents a specific opportunity for brands to target customers whilst they are in the purchase mindset via sponsored product ads.
- **Closed-loop attribution:** Retail Media and e-commerce are collapsing the purchase funnel. The added benefit for marketers is closed-loop measurement. Most Retail Media solutions have the ability to directly attribute sales to advertising activity within their reporting. This makes it extremely attractive to marketers, and commercial and finance teams alike.
- **Consumer buying & insights for non-endemics:** Retailers provide a unique opportunity for non-endemic brands to access insights on consumer purchases for audience targeting. Advertisers who don't have a tangible product benefit from this data as it allows them to see customer life stages and lifestyles (e.g. parent, interested in cars, vegan etc.).
- **Additional reach:** Retail Media is the new mass medium. Everybody purchases items (groceries, fashion, electronics, household items etc.) from a variety of shops (both physical and online). This makes Retail Media an important channel for both mass reach and additional reach.

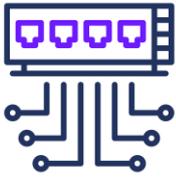
## Section 4 – What is Available for Advertisers?



**On-Site Digital Retail Media** is advertising sold on the retailer’s own digital properties. This typically includes retailer websites and apps (e.g. Albert Heijn, Lidl, Ocado, ICA), or online consumer shopping marketplaces (e.g. bol.com, eBay and Amazon).

Common on-site opportunities include:

- **Sponsored product or search ads:** Advertising that appears in search results, either at the top or bottom of the page, or within the search results themselves. The ad is placed in the same format as the organic search results, but is easily distinguishable through the labelling "sponsored" or "advertisement". They're often located near search results from keywords, category browsing and product browsing, but could also be placed near the check-out location or previously bought lists.
- **Display banner ads:** Static or interactive ads that are placed on web pages or within a select range of web pages. They appear in different sizes and formats, such as skyscrapers, leaderboard, and rectangles.
- **Sponsored brand pages:** Custom brand pages on a retailer site that allow companies to elevate their brand in a more visual manner when a shopper is searching for their brand. These often include lifestyle imagery, brand logos, and other key messaging the brands may like to showcase. In some instances, on-site ads can be linked to a brand’s product catalogue through a retailer’s feed.
- **Video ads:** On-site animated or full video ads on e-commerce platform websites and apps, or physical stores, when a digital screen is used.
- **Takeover ads:** Advertising that takes over a specific page on a retailer website.
- **Check out ads:** Product recommendations just before the check out pages



**Off-Site Digital Retail Media** refers to the use of retailer data to buy advertising sold on inventory outside of retailers online (web and app) shopping platforms.

Common off-site opportunities include:

- **Search/shopping ads:** Advertising appearing on specific word requests on search engines.
- **Display banner ads:** Advertising delivered on third-party websites, social media platforms or CTV, these can include banners, buttons, skyscrapers, overlays, interstitials.
- **Video ads:** Advertising delivered on subscription video on demand services, third-party websites, social media platforms or CTV devices. These can include in-stream, out-stream, in-banner video advertising.
- **Audio ads:** Advertising placed on pure-play streamed music services, IP-based radio, podcasts.
- **Social Media placements:** Advertising on social networks such as Facebook, LinkedIn, etc. This can include banner or video ads.



**In-store Digital Retail Media** opportunities are also offered by retailers to agencies and brands.

Common in-store ad opportunities include:

- **Radio:** Advertising delivered via in-store radio.
- **Digital screens and signage (in-store):** Advertising on retailer owned in-store screens. These are usually located near entrance and exits, at product displays, at checkout areas, and along aisles.
- **Hand Scanners:** Advertising on hand scanners used by consumers to scan products whilst shopping in-store.
- **[Special mention] DOOH:** Whilst not 'in-store,' DOOH screens located next to stores (i.e. by store entrances) can be considered part of the retail media offering by retailers. Usually owned by OOH media owners, retailers can partner to incorporate them into retail media plans selling in-directly, in addition to them being available via standard DOOH buying models (i.e. sold directly by the media owner to agencies).

**Trade Marketing Initiatives.** It is important to distinguish between Digital Retail Media initiatives as described on the previous pages, On-site, Off-site and In-store, and those that fall into trade marketing budgets. A brand's trade marketing budget is focused on influencing the trade intermediary (a retailer or wholesaler) to promote and sell their products more effectively. Whilst commercially funded or supported by the brand, initiatives are planned and delivered by the retailer, and would typically include retailer magazine features, in-store promotions and displays, email marketing campaigns, loyalty programs, event sponsorships, holiday campaigns and more.

## Section 5 – How Do you Measure & Target?

When it comes to measuring the success of Retail Media campaigns, brands want to see a tangible return on their investment, one that they can see and trust. Reach as a metric, for example, doesn't provide the transactional evidence that brands need, such as sales and return on ad spend. Data from Epsilon's 2023 global study on the current and future state of Retail Media indicated that 47% of brands considered Total Sales and Return on Ad Spend to be the most important metrics when measuring Retail Media campaigns.

Large advertisers have also begun to request third-party verified media quality across previously unmeasured on-site campaigns. Major agencies are mandated to ensure the effectiveness of their client's placements, and therefore for the Retail Media market to fully scale, partners will increasingly need to collaborate with measurement companies. For the Retail Media industry to achieve the growth anticipated by industry forecasts, media quality measurement will be part of the industry standard campaign workflows, as it is across all major digital channels. With audience technology advancements in-store, we are beginning to see the ability to target audiences in the physical world, aligning to online retail media capabilities.

### Targeting

One of the benefits of Retail Media is the ability to target consumers efficiently. With the deprecation of third-party cookies looming, first-party data has become a priority for advertisers and buyers. Retailers have a significant amount of highly qualified data attached to data points such as email addresses, name and address or other identifiers such as customer ID that can be leveraged by brands. Targeting is obviously influenced by the goals of the brand. Brands should consider whether they want to:

- Address a specific audience
- Aim to reach consumers at a certain level of buying intention
- Exclude its own customer base to reach only new prospects

Context is also another on-site targeting opportunity. Brands can target consumers based on the context of a specific page on a retailer website. On-site also offers the opportunity for brands to target consumers based on what they have in their basket, their purchase history and the time of day.

With the growing desire for a consistent user experience regardless of touchpoint, it's becoming more important than ever for brands to target a specific audience with their message. When looking at solutions, consider the interoperability of on-site, off-site and in-store delivery for targeting and measurement.

## Metrics

There are many metrics available for Retail Media campaigns. It is important to align the metrics with the objectives of the campaign, for example if looking to increase the visibility of a product then reach might be the most appropriate metric but if the brand is looking to drive sales then ROAS would be relevant.

It's worth noting that some retailers will do sales extrapolation based on the known users they delivered to and measured against. In this instance, it is recommended ([see IAB Europe Retail Media Measurement Standards](#)) that retailers disclose what metrics the extrapolation is done through.

Here are some metrics to consider when planning and measuring retail media campaigns:

### Media Metrics

- **Viewability** - Impressions across desktop, mobile web and mobile in-app delivery that are measured as viewable according to the IAB/ MRC viewability guidelines.
- **Fraud/SIVT** - Impressions across desktop, mobile web and mobile in-app delivery that were measured as bot fraud, site fraud, nonhuman data centre traffic and injected ad events.

### Attribution Metrics

- **Return on Advertising Spend (ROAS)** - this is relevant to advertisers because it measures the ratio of advertising spend to revenue generated, making it an important metric for evaluating the profitability and effectiveness of their advertising campaigns.
- **Same SKU and Halo Attribution** - halo attribution is the measurement of sales beyond the advertised product to include some or all of the products of the same brand.

### **Retail Media Insights - *Insights that can only be gained from retail media data***

- **Incremental Sales Lift** - this uses statistical techniques to attempt to show how many product sales were driven directly by the campaign, and were net new or incremental to normal sales behaviour.
- **New to Brand** - A shopper who has not purchased any products from specified brands within a defined time frame are “New to Brand”. Inversely if they have purchased within the below time frames, they can be considered “Repeat Brand Shoppers”. The time frame will vary per product purchase cycle.
- **New to Category** - A shopper who has not purchased any products from a specified category within a defined time frame are “New to Category”. Inversely if they have purchased within the below time frames, they can be considered “Repeat Category Shoppers”. The time frame will vary per product purchase cycle.
- **Customer Lifetime Value (CLTV)** - the total revenue or profit generated by a customer over the entire course of their relationship with a retailer.

## Section 6 – Retail Media Standards

In April 2024, IAB Europe published the final version of the [Retail Media Measurement Standards](#) for Europe to provide media buyers with a framework for consistent metrics to compare their retail media investment. The Standards were finalised following a public comment period between February and March 2024, where a wide range of industry stakeholders from across Europe provided feedback and insights to shape the final version.

The Retail Media Measurement Standards were developed following consultations with retailers, media buyers (brands and agencies) and cover the following areas:

- **Primary Media Metrics** (including viewability, IVT) to ensure digital retail media ads adhere to the same standards as other digital ads
- **Attribution Metrics** to ensure that brands are able to compare their advertising investments using a standard lookback window and iROAS definition
- **Additional Retail Media** Insights to further elevate the unique insights that retail media networks can provide such as ‘New to Brand’

IAB Europe is investing heavily in the development of standards for the Retail Media industry. It is important that the industry works together to adopt and implement these standards and iterate as necessary. Through our working groups and extensive industry consultation, IAB Europe is able to identify the specific areas that require standardisation. Dedicated IAB Europe councils for key stakeholders (such as the retailers) also enable industry wide concerns to be addressed.

## Section 7 – Best Practices

Members of IAB Europe’s Retail Media Committee include experts from Retailers, agencies, trading desks and advertising networks. They have collated their best practices for operating within this space. Below are some of their top tips to consider for your Retail Media campaigns:

### On-Site

- **Run a Full On-Site Strategy** - Consider running a mix of Product Listing Ads and Banner campaigns to reach relevant shoppers at every stage of the on-site buying journey and increase brand and performance metrics accordingly (brand recall, ROI, etc.).
- **Continuous Campaign Strategy** - Consider maintaining a continuous on-site presence to drive more brand awareness and to reach shoppers between key seasonal peaks. Give the campaign time and ensure to optimise the banners, titles and descriptions based on the first results to achieve the best performance.

### Off-Site

- **Full Funnel Retail Media Strategy** - Build on purchase focused on-site placements by adding off-site retail media ads to increase brand awareness and drive consideration. By leveraging off-site you can connect retail data to high awareness formats such as Connected TV, and extend the campaign reach.
- **Implement Omnichannel Measurement** - retail media measurement across all channels enables advertisers to have an aggregated view of media planning and how each format / message can successfully impact the campaign performance.
- **Identity** - where first party data may be missing or incomplete, off-site retail data is a great way to ensure the brand or media campaign is tied to a currency for more accurate targeting.

## General

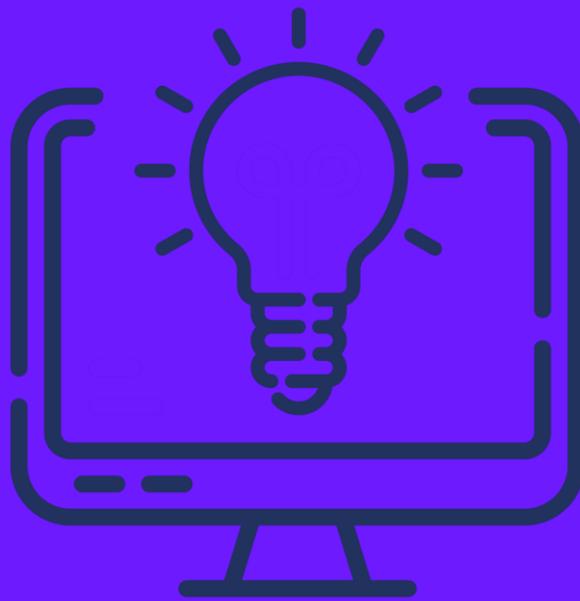
- **Monitor Performance and Optimise Often** - Set appropriate KPIs for each part of the cross-funnel Retail Media strategy. Measure performance against those program KPIs regularly. Adjust and optimise campaigns, as necessary.
- **Consider the Media and Audience** - Retail Media opportunities include various formats to reach customers along their buying journey. Retail Media also offers the opportunity for brands to test with certain creatives and audiences and learn along the way.
- **Adapt the Message According to the Touchpoint** - consider adapting the campaign message according to the retail media touch point, e.g. on site vs., off site.
- **Consider Historical Shopping Data** - retailers have access to lifecycle audiences created from the historical shopping data; advertisers should consider implementing this into their campaigns. Especially relevant for advertisers not stocked in a particular retailer to take advantage of Retail Media.

## Summary

No longer just emerging, spend in Retail Media continues to grow and open up new advertising opportunities for brands. However, as with any nascent or new investment opportunity, there are still key learnings and challenges to overcome to ensure it remains a highly valuable advertising channel for all stakeholders, notably consumers.

As summarised in this Guide, the Retail Media opportunity in Europe is vast, from on-site, off-site to in-store activations alongside access to rich first-party data sets and contextual targeting opportunities. Some buyers may find it hard to know where to start, which is why the contributors of this Guide have created a resource to support buyers in their Retail Media journeys. It is intended to arm the digital advertising industry with the right knowledge to understand what Retail Media is, what are the opportunities, understand how campaigns can be bought and discover what are the best practices and key learnings.

IAB Europe will continue to work with its Retail Media Committee to provide standards, guidance, education and key insights on this channel, to help elevate and advance Retail Media in Europe and seize the opportunities that it brings.



# RETAIL MEDIA CASE STUDIES

## Retail Media Case Studies

### Case Study - The Trade Desk and Kimberly Clark



Brand: Andrex  
Agency: PHD  
Retailer: Ocado  
Market: UK



#### Key Results:

- +112% performance from optimisation
- ROAS more than 5X higher than target

Pairing retailer data with the brand for a more bespoke upper-funnel strategy

For nearly 80 years, Andrex has been at the heart of British family life – even the Royal family. So how can a brand with a large and loyal customer base expand its audience and grow its business? That was the challenge facing Andrex's agency, PHD Media. And it's why the team was keen to leverage retail data to help increase consideration of the brand's toilet tissue products. While brands often partner with retailers to boost their product sales, PHD Media planned to use the retailer's data to find customers for Andrex in an off-site environment – in other words, away from the retailer's own website or app on the open web. This is where consumers spend most of their time – browsing content, shopping for bargains, watching TV shows and movies, listening to podcasts, and so on.

#### Using Ocado's buyer data to identify and reach specific audiences

PHD Media and Andrex worked closely with us to develop an omnichannel strategy using Ocado's verified buyer data on our platform. While the data showed past purchases of Andrex products directly from Ocado, PHD Media used it to build audience segments – a technique called 'modelling' – featuring shoppers who typically purchase in similar categories such as beauty and household products. The next challenge was to make sure Andrex reached this audience efficiently and avoided wasting spend. So we helped the team develop a wide range of video and display assets suited to any platform or device – enabling them to show customers the right message on any and every device.

Using retailer data in this way was a first for the brand – and the results were impressive. First, the data enabled the team to optimise towards conversions and best-performing creatives in real time. Andrex saw a ROAS of more than 5 times better than expectations. More importantly, the data surfaced their audience's buying behaviour. This included product preferences based on location, key stats on time of purchase (for example, customers buying Supreme Quilts took, on average, two fewer days to purchase), and finally, which devices the target audience prefers to use to convert (mobile devices 54% versus tablets 2%).

#### Gaining real-time insights and outstanding conversions

Now Andrex has a greater understanding of what's possible when pairing retailer data with video and display on our platform – especially when cookies are predicted to no longer exist across the open web and brands may need to rely on identifiers like European Unified ID. The team plan to use the insights gained from Ocado's retail data to inform Andrex's future campaign strategy and approach – and explore how effective Ocado's retail data is in achieving the brand's sales targets

## Retail Media Case Studies

### Case Study - The Trade Desk and Nestle

 theTradeDesk®

Brand: Nestle  
Agency: Path  
Retailer:  
Market: Germany



#### Key Results:

- 30% uplift in coupon redemptions for customers who saw the ads in the app
- 38% better cost per acquisition when targeting loyal cat-product purchasers
- 2,017 in-store coupon redemptions
- 700k unique consumers reached

With ever-increasing competition, Nestlé's brands – like Purina – need to work hard to win new customers, retain existing ones, and drive in-store sales. And that means Path, its media agency, must prove that their campaigns perform. However, for offline activities, obtaining accurate measurement and optimisations can be an enormous challenge. That's why the agency decided to run a coupon campaign for Purina's Felix KnabberMix pouches. The plan was to promote the coupons through a retailer app, which customers could then redeem in stores.

Nestlé was able to benefit from The Trade Desk in several ways. First, it could focus its campaign on existing cat product buyers based on purchase data provided by a leading German retailer. Secondly, Path could prove the success of its campaign by directly measuring subsequent in-store redemptions of the coupon via a conversion in the retailer's app. With another goal to identify audiences beyond existing cat-product buyers, this approach also enabled Path to test the performance of new audience segments for prospective customers.

Path worked with The Trade Desk to create three audience segments. One included existing cat-product buyers. The other two segments factored in audiences that fell into one of two prospecting categories: those who had a high likelihood to redeem a coupon, and those with high shopping-cart values. Both were designed to test whether there were additional cat owners who had not yet purchased any cat products at the retail store. The whole campaign ran only on mobile ad inventory. Conversions were counted when coupons were scanned in the retail store and measured through the integration between the Trade Desk and a leading German retailer. To determine the campaign's effectiveness and prove causality, a test and control group was used to see how many coupons were redeemed through the display ads, versus the number of people who redeemed the coupons without seeing an ad. If there was a significant uplift in redemptions for consumers who saw the ads, Path could prove the effectiveness of the campaign at driving in-store sales.

[Download the Case Study here](#)

## Case Study - Mimedia and L'Oreal

Brand: L'Oreal  
Agency:  
Retailer: Mimedia  
Market: Turkey

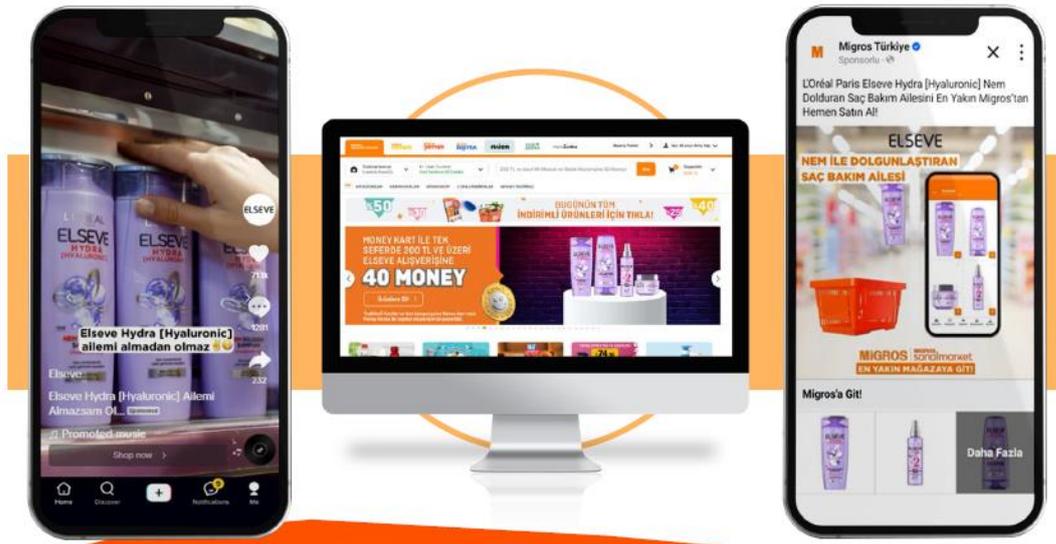


### Key Results:

- 74m Impressions & 554k clicks
- 3x ROAS with 4.6m impressions (Migros Online)
- +140% online sales & +52% offline sales

Mimedia & L'Oreal collaborated, ensuring L'Oreal reaches the right target audience on the right platforms to maximize its sales and brand awareness. The communications were woven through two different branches: in Migros Online and Off-site Digital channels.

Mimedia ensured that L'Oreal stands out in their advertising spaces in Migros Online. Through Display Banner, Sponsored Brand, and Sponsored Product (Search Ads) advertisements, customer interaction with L'Oreal products were facilitated. In the digital channels, Mimedia effectively targeted off-site audiences specifically prepared for L'Oreal in TikTok, Meta, and Google Coop advertisements.



[Download the Case Study here](#)

# Retail Media Case Studies

## Case Study - Mimeda and Unilever

Brand: Unilever  
Agency:  
Retailer: Mimeda  
Market: Turkey

- Key Results:
- 9.15x ROAS
  - CTR 1.13%

mimeda



Mimeda & Unilever collaborated on a banner campaign for their Signal product on Migros Online. The goal was to increase brand awareness and boost sales through the main banner.

Unilever's Signal product was featured on the Migros Online Main Banner. Combined with a generous discount, the product was highly visible to those who entered Migros Virtual Market.



[Download the Case Study here](#)

### Case Study - Skai and Kellogg's

Brand: Kellogg's  
Agency: Dentsu  
Retailer: Amazon, Sainsbury's and Asda  
Market: UK



#### Key Results:

- 68% Increase in revenue on Amazon Ads
- 25% Increase in ROI on [sainsbury.co.uk](https://www.sainsbury.co.uk)
- 85% Increase in revenue on ASDA

Via its media agency Dentsu, Kellogg's has been using Skai to manage its Amazon Ads campaigns in the UK. Leveraging unique features such as Search Term Analysis to eliminate wasted spend and AI Optimization for managing and optimising bids with targeted precision, the team improved revenue by 68% within the first four months of onboarding.

However, with new UK regulations coming into effect that restrict the placement of High in Fat, Salt and Sugar (HFSS) products on Amazon, the team was concerned about the longer-term impact this may have on performance. With other retailers across Europe launching their own media networks, Kellogg's was eager to take advantage of additional inventory on other networks as quickly as possible.

The team began by onboarding Asda and Morrisons, via Criteo, and immediately leveraged Skai's dayparting feature to ensure that ads were running at a time of day when they provided the most value. Then, when Skai launched support for [sainsbury.co.uk](https://www.sainsbury.co.uk) through Nectar360's Ecommerce Media Platform in partnership with CitrusAd, Kellogg's was the first advertiser to onboard its advertising and start managing campaigns alongside its Amazon Ads, Asda and Morrisons activity.

Pacing Monitor was used to track how budgets were pacing across channels, something that previously would have been managed in spreadsheets that were prone to error. Not only has Pacing Monitor prevented any costly overspend, but it also provides automatic detection of performance irregularities according to Kellogg's KPIs.

Skai's Experiments capability was also used to quickly test what performs on Sainsbury's, Asda, and Morrisons. By setting up pre/post tests to evaluate the impact of changes to ad structures, for example, Dentsu was able to assess the impact and optimise performance across channels.

Rob Byrne, Digital Analytics, Search & eCommerce Manager, Kellogg's Europe:

*"Partnering with Skai gave us the opportunity to be one of the first adopters with Nectar360. The ability to manage multiple retailers in one platform brings unmatched value to our retail media program, and we look forward to onboarding more retailers soon."*

[Read the Case Study here](#)

### Case Study - Skai and Sony Electronics

Brand: Sony Electronics  
Retailer: Amazon  
Market: France



#### Key Results:

- 12% ROAS increase

Sony Electronics, a leading brand in the consumer electronics industry, recognised a significant challenge with their Amazon Advertising strategy. They observed that their daily budget was being depleted too quickly, leaving them unable to capitalise on peak traffic and purchase windows. This limitation hindered their ability to maintain a continuous and impactful advertising presence, ultimately leading to missed sales opportunities.

To address this challenge and maximize their campaign performance, Sony Electronics turned to Skai™. The Skai platform provided the tools necessary to implement a strategic solution. Automated Actions were leveraged in order to effectively manage budget allocation throughout the day for their key category campaigns. This approach ensured that their campaigns remained visible and active during the peak converting times.

The implementation involved dividing the daily budget into four distinct time periods. This segmentation allowed Sony Electronics to spread their budget more strategically, maintaining visibility throughout the day. Skai's Automated Actions played a crucial role in enabling this precise budget reallocation and optimizing campaign delivery to match the peak demand hours.

By effectively stretching their daily budget and ensuring consistent visibility during high-converting periods, Sony Electronics achieved significant improvements in campaign performance. The key category campaigns recorded an impressive ROAS increase of 12%, and this improvement was even more pronounced in certain cases.

The success of this initiative highlighted the power of utilising skai's Automated Actions to better control and stretch budgets in order to maximise advertising opportunities. Sony Electronics not only mitigated their budget depletion issue but also generated a substantial uplift in ROI for their key category campaigns, leading to increased sales and a stronger overall market presence.

*"We were facing a critical challenge in optimizing our campaigns, as our budget was running out too early in the day. Thanks to Skai's Automated Actions and strategic budget allocation, we achieved a 12% increase in ROAS, which transformed our advertising approach."*

Joelle Mechache, Online Channel Marketing Specialist, Sony Electronics

[Read the Case Study here](#)

Epsilon®



### Case Study - Epsilon and RS

#### Key Results:

- 138 suppliers activated
- +£50m revenue influenced
- 7 markets including US and Europe

Increasing automation and standardisation into how RS managed its activity changed the nature of how it operated. Streamlining its processes allowed it to provide more options for its suppliers and lower the entry point to work with RS. With the ability to expand or rein in client budgets as necessary, it could attract and support smaller suppliers while helping those with larger budgets spend it more meaningfully.

Epsilon also enabled RS customers to be targeted off the site, expanding its distribution and providing what its suppliers had demanded. Traditionally reliant on its own property and some trade sites, now it had access to new, rich data insights from Epsilon. By understanding better how its customers interacted and transacted and being able to identify them on the open web had a significant impact on its activities.

Rather than the fragmented approach of working with individual third parties to support its advertising, Epsilon allowed it to adopt a consolidated strategy. Now, instead of hoping its partner activities were reaching the right audience, Epsilon's data-driven targeting ensured it was. By using and enhancing RS's first-party data, new insights were gained. These were then applied to deliver more impactful advertising by putting the correct message and creativity in front of the right audience – something which hadn't been possible before. From previously relying on push marketing, it could now develop a controlled pull marketing strategy to bring buyers to its site.

[Download the Case Study here](#)

## Contributors

IAB Europe would like to thank the following contributors who helped to author the original Guide and provide the updates for this latest version:



**James Allison**  
Director, Partnerships, Advertima



**Mark Bausinger**  
Business Development Director. DoubleVerify



**Jessica Koch**  
Vice President, New Business and Retail Media, Douglas



**Esme Robinson**  
Director Platform Solutions, Epsilon



**Lucie Laurendon**  
Head of Product Marketing, Equativ  
**Antoine Thievenaz**  
Strategic Business Analyst, Equativ



**Jason Wescott**  
IAB Europe Retail Media Committee Chair and  
Global Head of Commerce Solutions, GroupM  
Nexus



**Salvatore Cospito**  
Chair of the Retail Media Committee, IAB Spain

## Contributors

IAB Europe would like to thank the following contributors who helped to author the original Guide and provide the updates for this latest version:



**Kina Demirel**

Managing Director, Mimedia and member of IAB Turkey Retail Media Working Group

**Gamze Balik**

Head of Analytics & Insights, Mimedia IAB Turkey



**Catherine Cribbin (on behalf of the IAB UK Retail Media Working Group)**

Head of Partnerships, IAB UK



**Sander Kwint**

Head of Performance Solutions, Kinesso NL



**Nick O'Connor**

Global Marketing Director, Koddi



**Maria Kristalinskaya**

Head of Retail Media, Kleinanzeigen (Adevinta)



**Stanislas Lajouanie**

MD, Continental Europe, LiveRamp



**Nate Pinkston**

Head of Growth, Retail Media, Microsoft Advertising

## Contributors

IAB Europe would like to thank the following contributors who helped to author the original Guide and provide the updates for this latest version:



**Ben O'Mahoney**

Ad Tech & Data Partnerships Lead, Ocado Retail

**Zachary Willis**

Retail Media & Ad Tech Lead, Ocado Retail



PUBLICIS GROUPE

**Rutmer Faber**

Lead Marketplaces & Retail Media, Publicis Groupe



**Babs Kehinde**

Senior Director, Commerce, EMEA, PubMatic



**Michelle Urwin**

VP Marketing, Skai



**Tim Abraham**

Senior Data Partnerships Director, The Trade Desk

**Nik Dutt**

Product Marketing Manager, The Trade Desk



**Alexandra Klimashevich**

Senior Product Marketing Manager, Verve Group

**Marie-Clare Puffett**

Industry Development & Insights Director  
puffett@iab europe.eu

iab europe  
Rond-Point Robert  
Schumanplein 11  
1040 Brussels  
Belgium

 @iabeurope

 /iab-europe

[iabeurope.eu](http://iabeurope.eu)

