



IAB EUROPE'S GUIDE TO OMNICHANNEL RETAIL MEDIA

Contents

<u>Introduction</u>	Page 3
<u>Section 1: What is an Omnichannel Retail Media Campaign?</u>	Page 4
<u>Section 2: The Key Benefits of an Omnichannel Retail Media Campaign</u>	Page 7
<u>Section 3: The Key Challenges of an Omnichannel Retail Media Campaign</u>	Page 9
<u>Section 4: How to Develop an Omnichannel Retail Media Strategy</u>	Page 11
<u>Section 5: How to Measure an Omnichannel Retail Media Campaign</u>	Page 15
<u>Section 6: The Future of Omnichannel Retail Media</u>	Page 18
<u>Section 7: Best Practices</u>	Page 20
<u>Summary</u>	Page 22
<u>Contributors</u>	Page 23

Introduction

The rise of Retail Media as a significant driver of sales has been powered by seismic changes in the marketing ecosystem:

- store digitisation,
- new ad tech development – connecting customers eyeballs to product purchases,
- squeezed retail margins – resulting in the imperative for new (more profitable) revenue streams, and
- the explosion of convenience shopping, with technology at the interface.

Retail Media accounted for only 1.5% of global ad revenue a decade ago. It is now expected to represent 15.1% of total ad revenue in 2024, according to Group M's "This Year, Next Year" report (released June 2024).

The growth is driven largely by the evolution of Retail Media from in-store bottom-funnel to online, broader digital reach. As a result, two out of the top five largest global media owners are now retailers: Amazon and Alibaba.

The US and China are the most mature markets, the rest of the world is characterised by tremendous local complexity and varying levels of maturity. Each region has its own particularities and retailers' capabilities vary greatly.

In Europe, digital Retail Media is extremely fragmented with a much lower digital commerce penetration than the U.S. With that said, IAB Europe's [latest forecasts](#) demonstrate that its growth rate is four times that of the total ad market (Retail Media 22.1% vs. total ad market of 6.1%). Ad spend investment in digital Retail Media (on-site and off-site) is expected to reach 31bn Euros by 2028.

However, digital Retail Media adoption is still nascent in Europe. IAB Europe's [Attitudes to Retail Media Report](#) reveals that only 50% of buyers have partnered with a retailer or Retail Media Network for more than one year. Fragmentation and the need for standardisation are the key Retail Media challenges faced by the buy-side in Europe.

As shoppers change their purchasing habits and Retail Media Networks (RMN) offer integrated online and offline retail media propositions, brands are poised to adopt an omnichannel approach to their Retail Media campaigns.

This Guide has been developed by experts from IAB Europe's Retail Media Committee to help bring clarity and definition to Omnichannel Retail Media Campaigns. This Guide also complements a range of other resources developed by the Committee such as IAB Europe's 101 Guide to Retail Media, Retail Media Glossary, Q&A blogs which are all accessible in the Retail Media Hub [here](#).

Section 1 – What is an Omnichannel Retail Media Campaign?

The challenge with omnichannel is the word *'omnichannel'* itself. The word means different things to different people, and it means something different in every retailer or Retail Media Network. In fact, there is no definition for the word “omnichannel” in either the Oxford English Dictionary or the Merriam-Webster Dictionary.

“If you'd like to add 20 minutes to any meeting, ask what omnichannel means. The term triggers as many different definitions as it does eye rolls.”

Lee Dunbar, SVP, Retail Media, Starcom U.S

Businesses must make the decision as to what they mean when they are talking about “omnichannel” in the context of their business.

This is important because without a clear and common understanding and language, the team will take longer to make decisions, struggle with getting buy-in internally and potentially confuse both clients and their own senior management.

Here are some examples:

In Retailer X, they may have online sponsored search, in-store screens, instore radio, click and collect, but not delivery. For Retailer X, when they talk about omnichannel, this is what they mean.

In Retailer Y, they have online sponsored search, sponsored display, CRM, offsite with Meta and Google, in-store screens, delivery but no click and collect, For Retailer Y, when they talk about omnichannel, this is what they mean.

“Omnis” is Latin for “every/all”. It suggests the integration of all [physical channels](#) (offline) and [digital channels](#) (online) to offer a seamless [customer experience](#).

With this in mind, IAB Europe defines Omnichannel in a Retail Media context as follows:

The utilisation of multiple Retail Media channels (including on-site, off-site and in-store) to reach shoppers and create a seamless customer experience with advertising.

It is important to differentiate omnichannel from *multi-channel*.

Multichannel means promoting a product across different channels without considering the shopper journey.

Omnichannel puts the shopper and their relationship at the centre of all marketing planning.

Another way to put this is that an omnichannel experience is one that integrates all touchpoints across a variety of channels that are connected to deliver a seamless and consistent experience. For instance, a shopper might research a product online and then reserve it for collection from their nearest store or could visit a store to check a product out and then order the item online.

With multichannel, shopper interactions may happen across multiple touchpoints, but the channels are not joined up, not seamless and data is collected in silos. For example, the customer could be asked to provide information in one channel that was previously supplied in another.

Omnichannel as a Business Strategy

There is strong evidence to support the business case for delivering an omnichannel experience as omnichannel shoppers typically spend more than in-store only or online-only shoppers.

To make a commitment to developing an omnichannel approach, a business needs to adopt a customer-centric business strategy and culture. The building blocks for omnichannel experiences require a change in mindset which puts the customer at the centre across the organisation, supported by having the right mindset, skillset and toolset.

If “omnichannel” is part of the overarching business strategy, omnichannel in the context of Retail Media is a subset of the business strategy. This distinction is important, because if the retailer does not have omnichannel as a strategy, they will be hard pressed to make it work for their retail media business.

In the context of Retail Media, omnichannel Retail Media campaigns are a strategic marketing approach that integrates various Retail Media channels to create a cohesive and seamless shopping experience for consumers.

.

When Two Worlds Meet: Omnichannel for Retail Media vs Digital Media

In this guide we have described **Omnichannel Retail Media** solutions as those that provide access to Retail Media both in-store and online (retailer owned “on-site” properties or off-site). As described above a key growth area for Retail Media is in these online channels

In practice this means that increasingly advertisers and their media agencies will be accessing Retail Media solutions through programmatic digital channels.

For clarity, it is helpful to understand that those programmatic media buyers will often use the term omnichannel to mean digital media that is delivered across multiple digital channels such as CTV, Display, in-app, Digital Out of Home, Audio, Gaming, Social and Video. In this way, a retailer may not be providing an **omnichannel Retail Media** solution but may be supporting an **omnichannel digital media solution**, and vice versa. For the remainder of this guide, we will use the retail centric definition.

Section 2 – The Key Benefits of an Omnichannel Retail Media Campaign

Omnichannel Retail Media campaigns are proving to be a cornerstone strategy for brands aiming to maximise their reach and effectiveness.

Here are some key benefits of integrating an omnichannel approach in Retail Media campaigns:

Enhanced Audience Reach and Engagement

An omnichannel Retail Media campaign leverages multiple touchpoints across various platforms, including on-site display and video with the retailer, in-store displays, and off-site extending into CTV and mobile. This multi-faceted approach ensures that brands can reach consumers wherever they are, significantly expanding the audience base. For instance, utilising both on-site and off-site digital Retail Media allows brands to engage customers directly on retailer websites and through external digital channels like social media and connected TV (CTV). This comprehensive reach not only captures a larger audience but also keeps them engaged through consistent messaging across different platforms.

Seamless Consumer Journey and Better Attribution

Unifying data from across all customer touchpoints into a *“single source of truth”* using data warehouses or customer data platforms in a structured way provides retailers a 360-view of customer behaviour. This single view of customers across different touch points enables real promise of retail media: closed loop attribution across all channels - not just online.

With advanced attribution models, brands can accurately measure the impact of their campaigns and understand which touchpoints are driving the most conversions. This closed-loop measurement is invaluable for optimising marketing strategies and demonstrating the ROI of Retail Media investments.

Retailers are extremely well placed to do this if they have loyalty programs that connect retail behaviours across channels, locations and times. Such loyalty programs are of course typically linked to email address or mobile phone number and crucially provide tangible benefits to shoppers with a clear *“value exchange”*. For this reason digital Retail Media very much represents a future-proofed proposition as shoppers continue to change their digital habits while rightly expecting better privacy controls. This compatibility with a future state of cross-device media consumption is one of the reasons for the projected hockey stick growth of digital Retail Media.

Enhanced Brand Visibility and Credibility

Retail Media Networks offer prime real estate for advertising within the retail ecosystem, where purchase intent is high. By appearing prominently in these environments, brands can significantly boost their visibility and credibility. Sponsored product ads and display banners on retailer websites, for instance, can help brands stand out during crucial moments of the consumer decision-making process. This heightened visibility drives immediate sales and strengthens brand recall and loyalty over time.

Reduce Media Wastage

By leveraging retailers' shopper insights for more precise audience targeting and through comprehensive frequency capping, omnichannel Retail Media campaigns can reduce wasted ad spend and increase the efficiency of marketing budgets.

In conclusion, the key benefits of an omnichannel Retail Media campaign lie in its ability to reach and engage a broad audience, deliver personalised and relevant advertising, provide seamless consumer journeys, enhance brand visibility, offer flexible and scalable solutions, and ensure cost efficiency with a higher unique reach, number of new customer, ROI or other KPIs depending on the campaign goals. As Retail Media continues to evolve, these advantages will be pivotal for brands seeking to stay competitive and drive sustained growth in the digital age.

Section 3 – The Key Challenges of an Omnichannel Retail Media Campaign

Omnichannel Retail Media by its very definition involves disparate channels, teams, strategies and potentially vendors. This brings with it challenges that are both familiar and complex, some of which are outlined below.

Measurement

One of the persistent challenges in omnichannel Retail Media is accurate measurement and attribution. For example, upper funnel CTV ads are probably less likely to lead to an immediate purchase whereas a sponsored product ad on a retailer site is. The challenge lies firstly in proving the value that each touchpoint brings; upper, mid and lower funnel, to the campaign and secondly wherever possible measuring the impact of different channels on a final purchase vs just considering a “last touch” model.

To address this, brands and retailers are turning to closed-loop attribution models, which allow for a comprehensive understanding of the customer journey across all touchpoints—both online and in-store. Closed-loop systems offer the ability to track a customer's path from initial awareness to final purchase, ensuring that brands can accurately measure the performance of each channel and campaign. By integrating loyalty programmes and first-party data, retailers can connect in-store and online activity to provide a more precise view of what drives conversions. This holistic measurement approach not only improves the accuracy of attribution but also allows retailers to optimise their campaigns in real-time, adjusting spend and targeting to the channels that deliver the highest return on ad spend (ROAS).

Campaign Planning

When brands are planning their Retail Media campaigns, they will ideally have data driven insights that can help them assess which channels to activate on, how much to spend and get an idea of the expected impact. All of this can be difficult without the right data and feedback from the individual channels.

Furthermore, emerging best practice for the most effective planning is to consider the application of retail data not just to specific Retail Media campaigns, but also to enrich and enhance other types of campaign. For example, retail data can be used alongside an advertiser's first party data on non-retail specific campaign driving awareness and favourability. A key driver for the growth projections is broadening the scope of Retail Media in this way.

Audience Targeting

Brands will likely have a specific audience they want to target and this will require consistent audience definitions across the channels.

Retailer / Retail Media Network Technologies

Retailers will find they need to choose / build the right technologies, or partner with relevant vendors in order to deliver ads across each channel but without creating undue complexity for advertisers. This in itself can be a minefield without the right expertise or support and retailers may benefit from assessing partners who can offer both technology and services. For example, retailers may have different technologies for serving in-store ads and each of these will come with different formats, targeting options etc. Tech vendors or brands will need to consolidate the different specifications in a way that simplifies the buying process. There is also increasing demand from advertisers for self-service options. Often this is provided for on-site but many retailers haven't yet developed off-site self-service options and in-store, which will help to deliver a seamless omnichannel experience.

Data Fragmentation

The problem of data fragmentation occurs when data is scattered across different channels, systems and platforms, making it difficult to use cohesively or centrally. It becomes difficult to offer personalised shopping experiences, gain comprehensive customer insights and lead to inefficient marketing strategies.

Section 4 – How to Develop an Omnichannel Retail Media Strategy

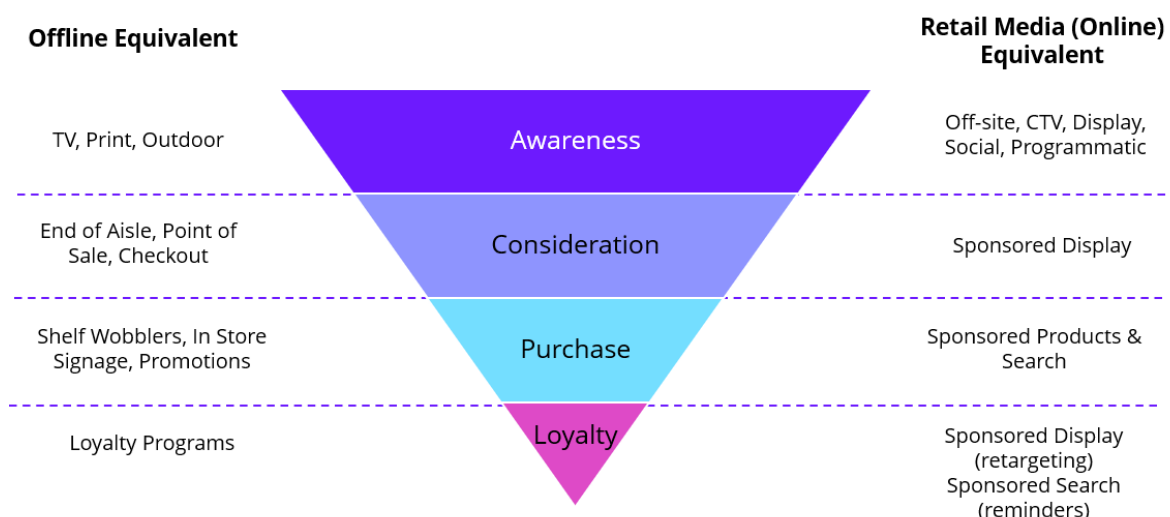
Before talking about developing an omnichannel Retail Media strategy, it is important to talk about the starting point: *the adoption of a customer-centric strategy to deliver a successful omnichannel strategy.*

An omnichannel strategy requires a commitment to deliver ‘customer centricity’ and bringing the customer’s needs into how they manage customer touchpoints, journeys and interactions as well as having these as part of corporate culture. With this in mind, a successful omnichannel Retail Media strategy starts by bringing the customer’s perspective before creating the customer funnels or defining goals or tactics based on the funnel stage.

When developing an omnichannel Retail Media strategy, a retailer needs to:

- Understand which retail channels they want to prioritise based on their strategy.
- Know what retail channels their customers are using and how they use them.
- Ensure they are capturing all the relevant customer activity, for example, website, in-store sales, call centre, and so on into a single customer profile.
- Know the details of their customer segments to offer one-to-one customer experiences.
- Know where the opportunities are for Retail Media within each customer activity.
- Have a shared KPI that unifies all initiatives. This allows for the effective measurement of the collective impact, leading to optimised performance.

A successful omnichannel Retail Media strategy ideally helps funnel the customer all the way from awareness, over engagement to final conversion - regardless of the channel and tailored for the relevant customer segment.



Objectives and tactics will vary based on customer journey stage, customer segment and corporate and campaign goals. The following provides the online Retail Media equivalent tactics with offline for each stage of the customer journey.

Awareness:

- **Corporate Objective:** Increase brand visibility and generate interest among potential customers
- **Offline:** Attract potential customers through engaging TV, Print, Outdoor Advertising or PR Campaigns
- **Retail Media equivalent:** Use off-site advertising with Programmatic or Social, CTV, in store screens to drive brand & traffic.

Consideration:

- **Corporate Objective:** Establish the brand as a top choice for the customer's needs and move them closer to making a purchase.
- **Offline:** Use point-of-sales instore, such as end of aisles stands, product sampling, or displays at checkout to encourage impulse purchases.
- **Retail Media equivalent:** Use Sponsored Display to trigger reminders and impulse purchases or ads in an in-store environment.

Purchase:

- **Corporate Objective:** Convert potential customers into buyers and drive revenue
- **Offline:** Provide a great customer experience, use shelf-wobblers, brand signage and other promotions to drive sales.
- **Retail Media equivalent:** Use Sponsored Products / Search to get shoppers to easily find your products or sponsored coupon ads in the loyalty app. Open web display or social ads could also be used here with a strong call to action to drive customers to the purchase page.

Loyalty:

- **Corporate Objective:** Cultivate long-term relationships with customers and encourage brand advocacy
- **Offline:** Deliver exceptional customer service and post-purchase such as loyalty programmes or rewards systems to encourage repeat purchases.
- **Retail Media equivalent:** Use Sponsored Display as retargeting to lead shopper's back, use Sponsored Search to remind shoppers when they are shopping for your brand. Using loyalty apps, unique discount codes, QR codes that can be scanned.

Omnichannel Retail Media for Endemic Brands

To make sure that Retail Media off-site and on-site/in-store is aligned and allows closed-loop attribution, off-site campaigns should try to link as quickly as possible to first-party loyalty-id data to help reconnect with customers when they are about to make purchase decisions.

Linking off-site campaigns to loyalty programmes can be done in a variety of ways, from classic URL referral links that deep link into loyalty apps, to unique discount codes or QR codes that can be scanned using a retailer's loyalty app. This data connection can also be made when retailers leverage their email based identity to reach users off-site. The integration of an off-site campaign with the retailer loyalty data is essential to allow closed-loop attribution especially for FMCG brands that predominantly sell offline via grocery chains who are investing in performance oriented Retail Media campaigns.

Example: A large energy drink company is about to launch a new product. They start with classic awareness campaigns using traditional media channels (TV, web, social media), targeted to retail data segments surfaced by the retailer. In addition, they continue their brand messaging on Retail Media Networks leveraging digital signage in shops and on checkouts informing customers about the upcoming launch. As soon as the product hits shelves, this is followed by a coordinated push using sponsored products in online shops and paid product placements in physical stores in combination with targeted messaging using retailer's loyalty programme.

Omnichannel Retail Media for Non-Endemic Brands

For non-endemic brands, Retail Media Networks usually serve to connect them with customers and to build awareness, although conversion campaigns are also possible. The Retail Media Network and the retailer's first-party data can now be used in a way that links shopper behaviour and profiles to products and services not offered by the retailer themselves. Some retailers offer integrations with their loyalty programmes for non-endemic brands that allow building and tracking audiences in a similar fashion to social media networks. To get the most out of retailer first-party data, brands allow customers to link a retailer loyalty account. This can either be done using discount codes or by allowing customers to sign-up with a retailer's loyalty account for a specific reward campaign. This can be especially attractive for brands that are either comparatively small/niche or are selling products with a long inter-purchase distance.

For non-endemic brands, Retail Media Networks can provide them with shopper behaviour insights which enable the creation of high fidelity audiences around lifestage and/or shopper missions. Non-endemics can also use RMNs for contextual advertising by placing ads within relevant retail pages.

CASE STUDY EXAMPLE: IKI & CINEMA CHAIN

Grocery chain IKI in Lithuania partnered with a cinema chain to promote the upcoming launch of the new 'Despicable Me 4' movie. IKI featured clips of the Minions from the movie across its network of stores, displayed on digital signage TVs in the fruit and vegetable sections in a playful reference to the Minions' affection for bananas. This allowed them to tie in the non-endemic campaign with the products on offer and have excellent exposure to the target audience: Families with kids who go shopping together.



Section 5 – How to Measure an Omnichannel Retail Media Campaign

With every marketing channel, marketers expect to be able to:

- Understand the impact of their investment
- Know what has worked
- Know how to improve

As noted above, omnichannel is an overall business strategy, advertisers and retailers will need to integrate Retail Media activities within the KPIs of the overall marketing activities such as:

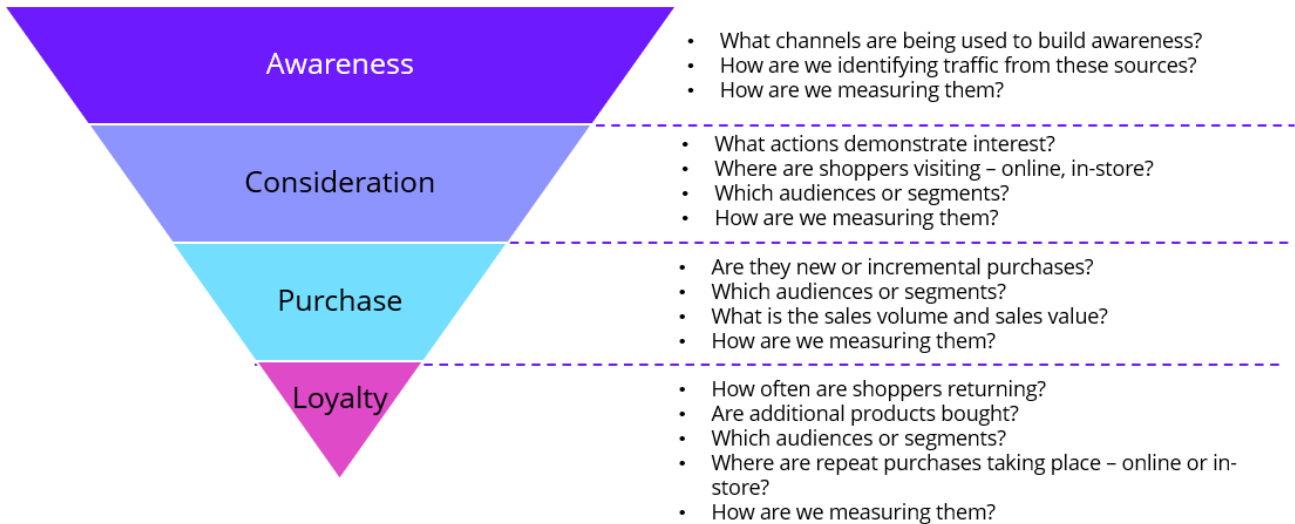
- **Brand and customer metrics:** such as top-of-mind awareness, prompted/unprompted, customer churn rate, customer lifetime-value, net promoter score, revenue per customer, new-to-brand, reach
- **Financial metrics:** revenue per customer, profit per customer, average transaction value, market share, category growth and share, sales uplift.
- **Performance or campaign metrics:** customer acquisition cost, cost-per-click, conversion rate, website bounce rate, cart abandonment rate, new customer sign-ups, media mentions, number of new blog posts
- **Insight metrics:** attribution, A/B testing

There are also a further distinctions to be made:

- How to measure the outcome from an individual tactic
- How online and in-store works as part of the full omnichannel marketing activities.
- How measures are impacted by all other online, off-site and in-store activities.

For retailers and advertisers navigating Retail Media, measurement might be the most confusing aspect — and layering omnichannel into this will add to complexity.

To explain the omnichannel complexity, it is important to look at the sorts of questions one might ask at each stage of the customer journey through an omnichannel 'lens':

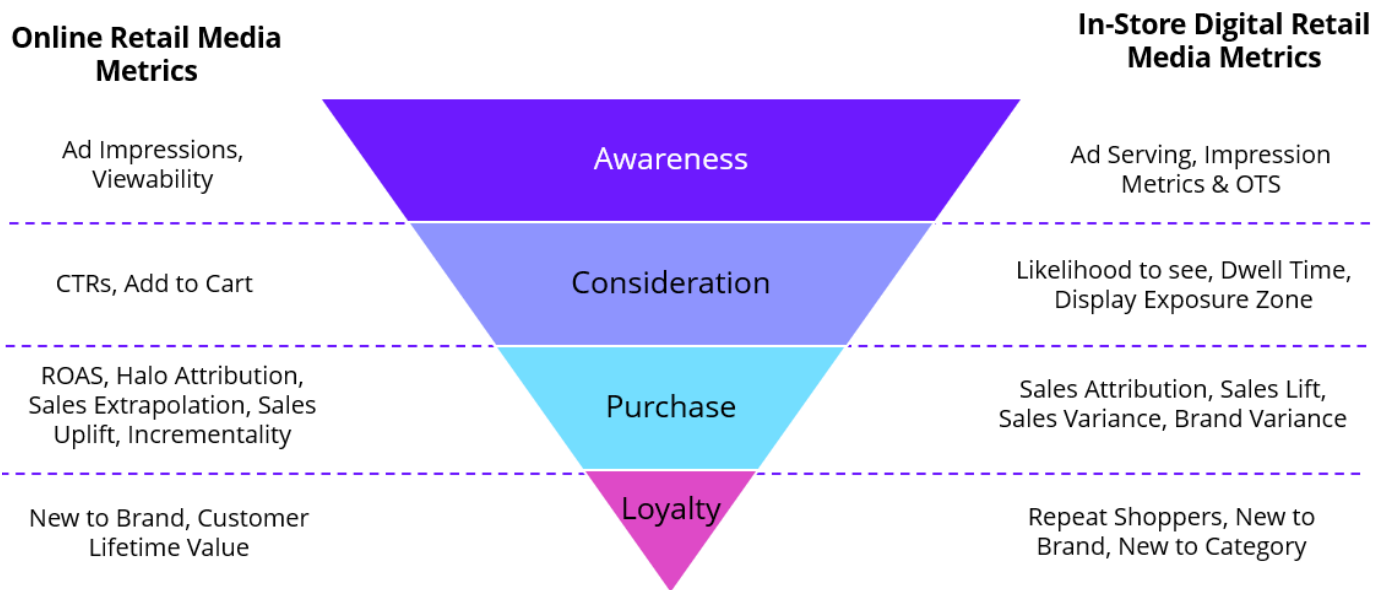


There's no way to eliminate all of the complexity involved in accurately assessing retail media investments in an omnichannel world. However, there are some best practices that brands can adopt to simplify the task. IAB Europe has developed a set of Retail Media measurement standards for both online and offline. Advertisers and Retail Media Networks (RMNs) should use these standards to ensure consistency in measurement. At a high level, some of the KPIs that might be considered are:

1. Cost per acquisition - also called customer acquisition cost (CAC)
2. Return on ad spend (ROAS)
3. Sales Attribution: uplift / New to brand or category
4. Sales, order volume, revenue.

However, these are not enough with omnichannel Retail Media, as a distinction between online measures and offline measures is needed.

Here are some standard measures for online and in-store digital Retail Media, again mapped to a customer journey:



Loyalty programmes can help with the measurement of omnichannel Retail Media campaigns. The data from the loyalty programme can monitor customer interaction and therefore assess the effectiveness of the omnichannel campaign and ROAS. Without a loyalty programme in place, the best way to measure an omnichannel Retail Media campaign is to look at sales performance before and during the campaign and of course consider brand metrics and cost per unique user. The more digitised the channels have become, it would be more possible to add metrics such as ROAS, CTR and CPM.

Section 6 – The Future of Omnichannel Retail Media

Shoppers want to shop for products online, in an app, in-store and pick them up or get them delivered to their home. This need for ‘omnichannel shopping experience’ has a lot of ramifications for Retailers, which will drive changes in retail strategy, for example:

- **Adopting a customer-centric culture.** A key building block to creating an omnichannel experience is to move away from an organisation structured entirely around silos and instead to a customer-centric culture.
- **Ways of Working to Remove Silos:** Removing channel conflict with teams and working towards common goals.
- **Customer Journeys:** Mapping out customer journeys which enables organisations to understand how customers are engaging across different channels and touchpoints.
- **Focus on Data:** Focusing on collecting customer data to identify customers across different touchpoints and have rich retailer user data to monetise. Unify data from across all touchpoints into a single source of the truth, and touchpoints in real time.
- **Technology:** Using technology can help to create more joined-up omnichannel experiences between physical and online. This includes digitally enabled stores, digital screens, apps etc.
- **Breaking Down Silos:** Technology can also help with streamlining ways of working for retailers and break down internal silos. Ensuring technology interoperability will benefit the ecosystem and have a knock-on effect for RMN investment.
- **Retail Innovations:** Such as cashier less shops, self-checkouts, AR shopping, smart shelving, live-shopping etc.

The effects of omnichannel also means, in turn, that the advertiser will expect more from Retail Media Networks. The buyers of Retail Media are impacted by omnichannel – as shoppers change their purchasing habits and the Retailers have access to the data.

This in turn, has ramifications for Retail Media Networks, for example:

- **Integrating Offline and Online:** RMNs must offer an integrated Retail Media proposition that maps to the new customer journey
- **Digital, In-store and OOH:** advertisers need a ‘full funnel’ proposition that maps to their need to develop brands as well as converting brand favourability into sales
- **Retailer Data Access:** New technologies like data clean rooms means that brands can access data from retailers along with other touch points (e.g. advertiser’s own user data) so that they can analyse their category, their ROI and how they can grow.

- **Measurement and Attribution:** The effects of a wider Retail Media omnichannel proposition means brands will expect robust measurement and attribution for every media type – online and offline.
- **Personalisation:** Leveraging real-time data and AI, brands will increasingly be able to deliver highly relevant and dynamic content tailored to individual customer preferences across all channels. First-party data will play a critical role in driving these personalised experiences while ensuring privacy compliance and enhancing customer loyalty.

In summary, the future of omnichannel marketing lies in seamlessly integrating various channels to create a cohesive shopping experience. Beyond Retail Media, brands must optimise their presence across digital and physical touchpoints. This includes leveraging mobile apps, social media platforms, in-store experiences, and direct-to-consumer (DTC) channels. By maintaining a consistent brand narrative and utilising data-driven insights, brands can engage consumers wherever they are on their journey.

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 Omnichannel Retail Media campaigns:

- Define the objectives and the desired customer experience reflecting an omnichannel Retail Media approach.
- Focus on delivering a personalised and consistent experience that meets customer expectations across all channels and multiple retailers.
- Integrate essential datasets to ensure there is a single view of the customer across all interactions to provide a single source of the truth. Utilise analytics to gain insights into customer behaviour and preferences across channels.
- Focus on eliminating internal silos and shifting towards a customer-focused culture.
- Provide convenient options like home delivery, click-and-collect, curbside pickup, and same-day delivery to cater to different customer preferences.
- Ensure all channels are mobile-friendly, including responsive websites, mobile apps, and mobile-optimised checkout processes.
- Deliver consistent brand messaging - maintain a cohesive brand voice, visuals, and messaging across all digital and physical touchpoints.
- Connect digital and physical experiences seamlessly, offering options like in-store returns for online purchases.
- Coordinate efforts across paid social, paid search, and other digital media channels to create a unified strategy.
- Use closed-loop attribution and analyse the "halo effect" to measure performance across channels and optimise campaigns accordingly.
- Select the right Retail Media Network partners and cultivate mutually beneficial relationships to maximise the effectiveness of campaigns.
- Prioritise omnichannel measurement – decide what the relevant KPIs are for each campaign and consider them from both a total campaign level and at a channel level.

- A long-term omnichannel marketing campaign fosters consistent brand recognition, builds customer loyalty, allows for continuous optimisation and supports sustained growth.
- Combine both customer-oriented and business-focused metrics to evaluate the seamlessness of the experience and the impact of Retail Media.
- Adapt the message for the touchpoint – understand that different channels might have different outcomes and messaging can be optimised to each of those.
- Test and learn – as new channels emerge, be willing to test and learn how to get the most from them and which part of the strategy / buying funnel they support.
- Invest in building a strong first-party dataset that can be reached across all the channels.
- Multiple touch points - during the buying process, several touch points are needed to influence a customer purchase. A rule of thumb is to have about 4 to 5 touch points.
- Leverage first-party data across channels through strategic technology: implement interoperable solutions to activate data, enable diverse workflows, provide accurate measurements, and offer a unified view of performance, maximising omnichannel Retail Media effectiveness.

With all the best practices, decisions should be made with the shopper in mind. Ultimately the purpose is to market to the individual to influence them to buy a product, so they need to be at the heart of this and what will work for them.

Summary

The potential of Retail Media is immense, and with an omnichannel strategy, its future is set to be more relevant, data-driven, and integrated. This offers brands unparalleled opportunities to connect with their audiences in meaningful ways.

This strategic shift not only addresses privacy concerns but also fosters more authentic and effective marketing practices, ensuring a resilient and future-proof approach to consumer engagement in the digital age.

The contributors of this guide have provided a comprehensive deep dive into what omnichannel means in a Retail Media context, highlighting key benefits and challenges, best practices for developing an omnichannel campaign, and measurement approaches.

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.

Contributors

IAB Europe would like to thank Colin Lewis (Retail Media Works) for his collaboration on this Guide. We would also like to thank the following contributors who helped to author the Guide:



Esme Robinson

Director Platform Solutions, Epsilon



Jason Wescott

Chair of IAB Europe's Retail Media Committee and Global Head of Commerce Solutions, GroupM Nexus



Kina Demirel Beskinazi

Representative of IAB Turkey's Retail Media Group



Christoph Bodner

Head of Business Insights & Analytics, IKI Lietuva & Representative of IAB Baltics



Babs Kehinde

Senior Director, Commerce, EMEA, PubMatic



Dirk Hahn

Executive Professional, Retail Media Schwarz Media



Tim Abraham

Senior Data Partnerships Director, The Trade Desk

Nik Dutt

Product Marketing Manager, The Trade Desk

Contributors

IAB Europe would like to thank Colin Lewis (Retail Media Works) for his collaboration on this Guide. We would also like to thank the following contributors who helped to author the Guide:



Gavin Jewkes

Marketing Solutions Lead, EUI Retail and eCommerce, Tik Tok



Laura Badea

Partner, Digital Commerce, Wavemaker



Gonzalo de la Mata

Global Commerce Lead, Zenith



Daniel Sands

EMEA Sales Director, Zitcha

Darren Jacobs

EMEA Sales Director, Zitcha

Marie-Clare Puffett

Industry Development & Insights Director
puffett@iab europe.eu

iab europe
Rond-Point Robert
Schumanplein 11
1040 Brussels
Belgium

 @iab europe

 /iab-europe

iab europe.eu

