THE IAB EUROPE RETAIL MEDIA CERTIFICATION PROGRAMME

AD TECH OVERVIEW

IAB EUROPE RETAIL MEDIA CERTIFICATION FOR AD TECH

IAB Europe's Retail Media Certification is an independent certification programme for Retailers and Ad Tech companies verifying that retail media measurement meets the standards expected by agencies and brands, based on the IAB Europe Retail Media Measurement Standards for on-site and off-site retail media. It provides a clear signal that reporting practices are comparable, auditable, and suitable for serious media investment decisions.

GOALS

Promote a **level playing field** and enable **fair competition**.

Promote transparency in the reporting of retail media campaigns.

Ensure retail media is held to the **same standards** as other digital media investments.

Support industry **self-regulation**.

Our FAQs provide more detail on the Programme and the audit process.

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CORE BENEFITS FOR AD TECH COMPANIES

Compete on Performance, Not on Measurement Interpretation

Shift conversations away from debating methodology across platforms and retailers, and towards evaluating real, comparable campaign outcomes that Ad Tech solutions help enable and optimise.

Increase Trust Through Audited Measurement

Rely on independently audited, industry-aligned measurement practices that meet the credibility threshold required by agencies and brands for consolidated, cross-retailer and multi-market media investments.

Reduce Reputational and Commercial Risk

Lower exposure to disputes, escalations, and buyer scepticism by grounding performance reporting and enablement in verified, consistent measurement standards applied across retailers.

Shorten Sales Cycles and Buying Decisions

Remove measurement uncertainty that delays approvals, enabling faster budget commitments, smoother renewals, and easier participation in larger, multi-retailer and cross-market budgets.

The Certification provides a clear signal that reporting practices are comparable, auditable, and suitable for serious media investment decisions.

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CERTIFICATION PROCESS & COSTS

Define scope

Ad Tech company checks compliance table and speaks with auditors to choose preferred audit partner and signs contract with audit partner.

Independent audit

Ad Tech company undergoes audit with preferred audit partner. Auditor sends report to IAB Europe to confirm whether the company has met the minimum compliance requirements.

Compliance confirmed

IAB Europe confirms if the Ad Tech company is eligible for Certification and sends invoice if so. For Ad Tech companies the cost is EUR 7,500 if media revenue / year is under EUR 50M, and EUR 15,000 if over EUR 50M.

Certified for two years

Ad Tech company receives certificate and certification badge from IAB Europe.

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CERTIFICATION PROCESS & COSTS

- The Retail Media Certification Compliance Table outlines exactly what the independent auditors will check. Once the audit is complete, the auditor will present their findings to IAB Europe.

- If the company has met the minimum compliance requirements, they will receive certification. If not, they will have the opportunity to make necessary adjustments. The auditors are there to also provide support guidance and support throughout the process.

- Participating companies can choose to be certified for the entirety of their Retail Media Offering or for specific ad products, e.g. Sponsored Products on-site only and this will be declared in IAB Europe's reporting of certified companies.

- There are two costs to factor in. Firstly, the independent audit will need to be paid for (fee is determined by independent auditor), and secondly, once the audit has been passed and the company wishes to receive certification, then a certification fee is due to IAB Europe. The certification fee for ad tech companies generating more than EUR 50M of media revenue per year will be EUR15,000, and those with less than EUR 50M of media revenue will be EUR 7,500.

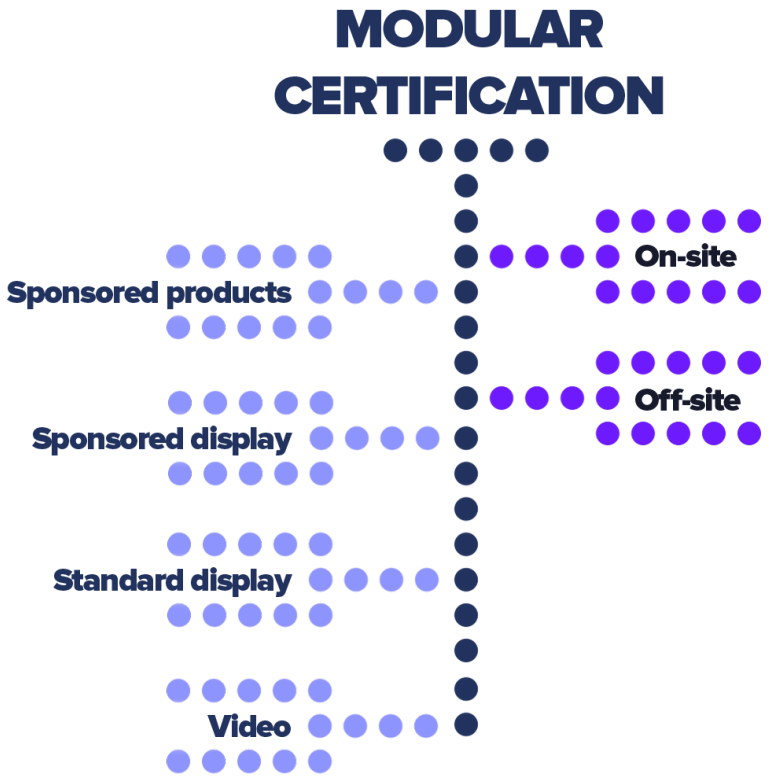
- Certification is valid for two years from the date issued on the Certificate.

Once certified, the IAB Europe Retail Media Certification badge is valid for two years, solidifying your position as a leader in Retail Media measurement.

WHO AND WHAT CAN BE CERTIFIED

- Retailers (RMNs and CMNs) and Ad Tech Companies can get certified. Agencies and Media Buyers benefit from those businesses gaining the IAB Europe Retail Media certification - more on that can be read here.

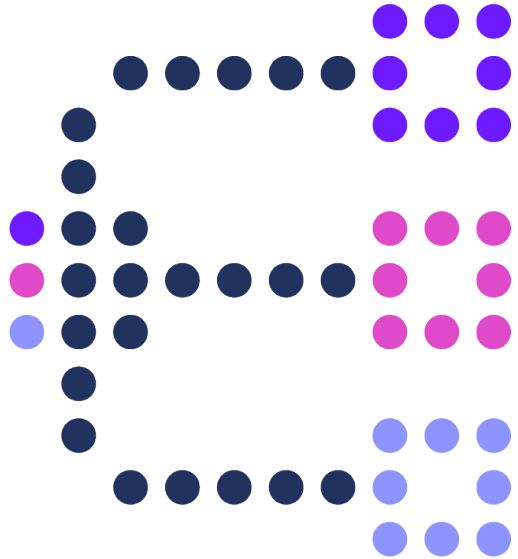
- Ad Tech Companies can choose to be certified for **the entirety** of their retail media offering or for **specific ad products and environments**, for example Sponsored Products on-site only.



An Ad Tech company does not need to wait to meet 100% compliance with requirements to start the audit. Compliance can be achieved during the audit process.

GOVERNANCE STRUCTURE

CERTIFICATION ADVISORY GROUP



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AUDITORS

RMNs

A **Certification Advisory Group** ensures we have the right expertise to make decisions on key milestones.

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INDEPENDENT AUDITORS

The auditor will hold a direct commercial relationship with the organisation being certified. It will also take guidance from IAB Europe. Its core responsibilities will include:

- Define the audit approach process
- Define recommended documentation & deliverables
- Review deliverables
- Ensure consistency in deliverables across Retail Media Networks (RMNs)
- Liaise with other auditors to ensure consistency
- Provide guidance and support to the retailer or ad tech company being certified

CESP

Alliance for Audited Media

The independent auditors can provide support and guidance during the auditing process.

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HARMONISING WITH NATIONAL PROGRAMMES

- While several local certification programmes exist across Europe for digital media standards (e.g. IAB UK Gold Standard, IAB Sweden Gold Standard), there is currently no pan-European certification specifically for Retail Media. IAB Europe, as the developer of the pan-European Retail Media measurement standards, is well-positioned to fill this gap. IAB Europe and IAB UK are working closely to incorporate aspects of the European Retail Media Certification into the Gold Standard.

- Additionally, IAB Europe and the Media Rating Council (MRC) have aligned efforts so that MRC-accredited European RMN measurement providers can use a validation letter from the MRC to demonstrate compliance with parts of IAB Europe's Retail Media certification requirements.

FOR MORE INFORMATION CONTACT:

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