

Endemic, Near-Endemic and Non-Endemic in Retail & Commerce Media

Definitions, Market Context and Measurement

Endemic: native to the shopper journey

Non-endemic: pure audience reach

One test runs through the whole framework: **can a shopper buy the advertiser's product at this retailer?**

Yes → Endemic

Related → Near-endemic

No → Non-endemic

DEFINITIONS

Endemic

● Endemic

Advertisers displaying brands or products that customers can purchase at the retailer.

Near-Endemic

● Near-endemic

Advertisers displaying brands or products that are not sold by the retailer, but that share a category adjacency, complementary use occasion, or overlapping purchase intent with products the retailer does sell. Legitimate association from the shopper would be required.

Non-Endemic

● Non-endemic

Advertisers displaying brands or products that customers cannot purchase at the retailer, leveraging the retailer's audience, data, and media reach rather than driving on-platform sales.

Note: classification is always retailer-relative; the same advertiser may be endemic, near-endemic, or non-endemic depending on the retailer (e.g. a toothpaste brand is endemic to a grocer but non-endemic to an electronics retailer).

PRACTICAL APPLICATION Examples Across Retail Environments

ADVERTISER	GROCERY RETAILER	DIY RETAILER
Pizza brand	● Endemic	● Non-endemic
Avocado council such as APEAM (Association of Avocado Exporting Producers and Packers of Mexico)	● Near-endemic	● Non-endemic
Chainsaw brand	● Non-endemic	● Endemic
Roofing association	● Non-endemic	● Near-endemic
Insurance company	● Non-endemic	● Depends on product/context

THE RELEVANCE SPECTRUM

The Relevance Spectrum: From Closest to Endemic to Pure Non-Endemic

1

Endemic (reference point)

ENDEMIC

2

Category & Commodity Bodies / Co-ops

NEAR

3

Complementary Durables & Appliances

NEAR

4

Attached Services & Subscriptions

NEAR

5

Loyalty & Partner Ecosystem Brands

CASE BY CASE

6

Proximity & Local Services

LOCAL · IN-STORE

7

Contextual & Environmental Triggers

NON

8

Fulfilment & Sampling Partnerships

NON

9

Checkout & Transaction-Moment Offers

NON

10

Pure Audience Targeting

PURE NON

MEASUREMENT The difference is ownership of the outcome

Sales uplift will depend on the brand partner and will be measured in, or in collaboration with their tools; the retailer's role is to deliver verified media delivery and audience data into that process.

This paper defines endemic, near-endemic and non-endemic advertising in retail and commerce media, grounds those definitions in practical examples, and explains the measurement implications for each category. As the framework is **adopted and refined**, it could provide a foundation for future industry standards.

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