

# RETAIL & COMMERCE MEDIA DEFINITIONS

IAB Europe's Retail & Commerce Media Committee has created pan-European definitions of Retail (and now Commerce) Media in a digital advertising sphere which have consensus across the National Federation and IAB network in Europe.

## Pan-European Definition

Commerce Media Networks, which include Retail Media Networks, allow brands to address consumers and shoppers with products and services throughout their buying journey, both on and off owned platforms. They use commerce/retail data for planning, execution and measurement. Commerce media includes an increasing range of activations on-site, off-site and in-store environments.

Examples of retail media networks include retailers operating in categories such as grocery, beauty, consumer electronics, fashion, DIY and home.

Examples of commerce media networks include travel and mobility services, payment providers, food delivery or classifieds.



### On-Site Retail Media

On-Site Retail Media is advertising that appears directly on a retailer or CMN's own digital properties, such as their websites and mobile apps. These placements use the retailer or CMN's first-party data to target shoppers as they browse and buy, typically through formats like Sponsored Products, Sponsored Display, and Display or Video units.



### Off-Site Retail Media

Off-Site Retail Media refers to advertising delivered outside a retailer or CMN's owned digital properties. Retailer first-party data is overlaid on third-party inventory such as display, video, social, CTV, DOOH, digital audio, and in generative AI chat platforms, to target audiences, product related intent, and provide measurement beyond the retailer's platform.

*\*Some RMNs offer email, though it is more commonly used for CRM or trade marketing.*

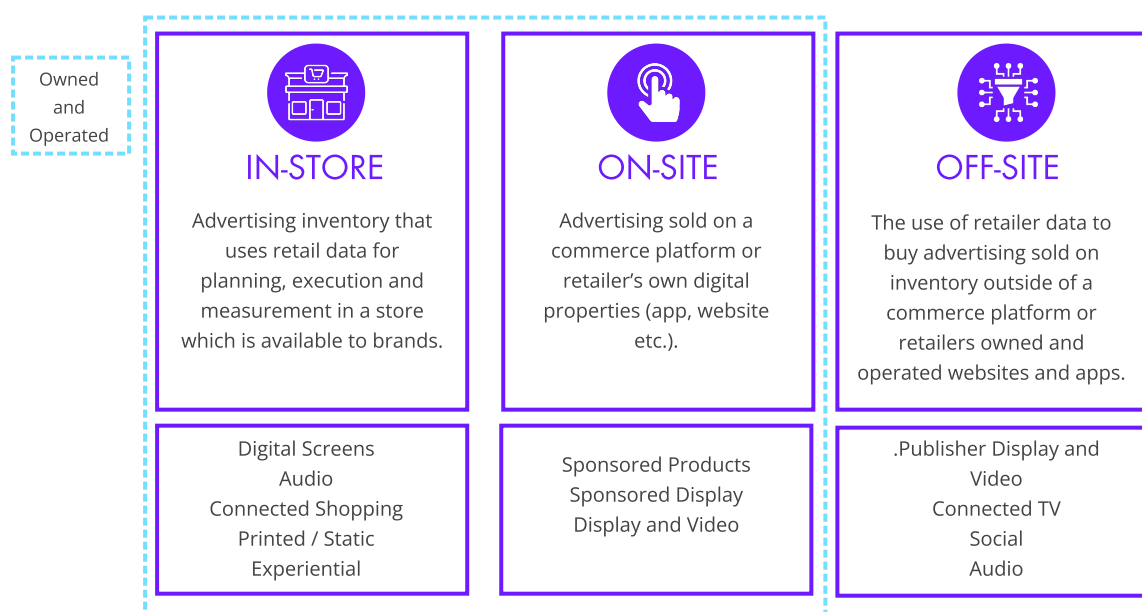


### In-Store Digital Retail Media

In-Store Digital Retail Media refers to advertising that appears within physical retail environments, across digital or static in-store touchpoints. Retailer data is used for planning, targeting, execution, and measurement of in-store media, which may include digital screens (video, display, audio and smart TVs) or static formats (print, physical activations).

*For more information please refer to the IAB Europe and IAB In-Store Definitions and Measurement Guidelines [here](#).*

The following diagram provides a modular overview of what is included within digital Retail & Commerce Media



## Get more insight!



Head to IAB Europe's Retail Media Hub for more insight and content on Retail & Commerce Media in Europe

[iab europe.eu](http://iab europe.eu)

## Get involved!



Join IAB Europe's Retail & Commerce Media Committee to help shape the sector in Europe. Contact Marie-Claire Puffett - [puffett \[at\] iab europe.eu](mailto:puffett@iab europe.eu)

[iab europe.eu](http://iab europe.eu)