RETAIL MEDIA CERTIFIED

THE IAB EUROPE RETAIL MEDIA CERTIFICATION PROGRAMME

DRIVING TRANSPARENCY IN RETAIL MEDIA MEASUREMENT

IAB EUROPE RETAIL MEDIA CERTIFICATION FOR AD TECH

IAB Europe's Retail Media Certification is an industry-recognised certification rewarding those that adhere to the IAB Europe standards across on-site and off-site Retail Media measurement. Compliance with these standards promotes a level playing field, enabling fair competition and fostering confidence in the validity of measurement outcomes. We aim to certify retailers in 2025 and envision certifying other companies in the ecosystem in 2026 and beyond, after the current beta test. All certified participants can feature the 'IAB Europe Retail Media Certified' logo.

Core Aims of the Programme:
- 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

How to Become Certified
Ad tech companies will undergo an independent audit of their Retail Media Network (RMN) measurement capabilities. Once the audit is complete, the auditor will present their findings to IAB Europe. If the retailer has met at least 90% of the requirements, they will be certified. If not, they will have the opportunity to make necessary adjustments and submit those modifications for a re-audit. IAB Europe will not disclose the participants of the audit in advance, ensuring that any gaps remain confidential. Once the retailer successfully meets the required threshold in the audit, IAB Europe will issue a certification badge.

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

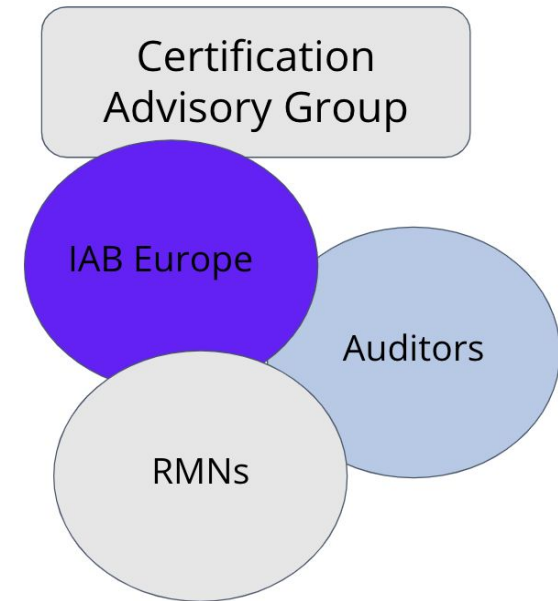# IAB EUROPE RETAIL MEDIA CERTIFICATION FOR AD TECH

Governance Structure

A Certification Advisory group, comprised of National Federations and IABs and the Chair of IAB Europe's Retail Media Committee, ensures we have the right expertise to make decisions on key milestones such as:

- The auditor(s) appointed to undertake the independent audits
- The certification process
- Governance of the certification programme
- Helping to develop the pilot phase and ensure we reach our goals for full rollout
- How we work with / partner with other bodies, such as the MRC

Certification Process and Costs

The Retail Media Certification Compliance Table for Ad Tech companies outline 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 at least 90% of the relevant requirements, they will be certified. If not, they will have the opportunity to make necessary adjustments and submit those modifications for a re-audit. IAB Europe will not disclose the participants of the audit in advance, ensuring that any gaps remain confidential. Once the company successfully meets the required threshold in the audit, IAB Europe will issue a certification badge. The certification fee for ad tech companies generating more than 50m+ Euros of media revenue per year will be 15,000 Euros, and those with less than 50m Euros of media revenue will be 7,500 Euros.

Certification Advisory Group

IAB Europe

Auditors

RMNs

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Auditor's Role and Responsibilities

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

Auditor Overview

IAB Europe has selected three non-profit auditors for its test phase. Although it would like to limit the number of auditors, if there is a strong argument to include an additional auditor, it will be taken to the board. RFPs for each auditor are attached. We encourage ad tech companies to reach out to the auditor of choice directly.

Auditor	Methodology	Price	Expected audit time
ABC	Flexible risk-based testing	8,500 Euros (MRC accredited metrics), this could expand to an estimated upper price of 22,500 Euros. The upper price would include full SIVT testing as well as full testing of all other metrics.	Up to 10 weeks
CESP	Traditional media audit approach that's manual	Approx. 35,000 euros	Between 10 and 12 weeks
AAM	Product environment testing	Approx. 30,000 euros (25,000 USD)	Up to 10 weeks

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In addition to the auditors on the previous page, IAB Europe and the Media Rating Council (MRC) have coordinated to align MRC accreditation of European RMN measurement providers to the requirements of the IAB Europe Retail Media Certification program. We have reached an agreement that will allow the MRC to issue a letter to accredited European RMN measurement providers that can, in turn, be provided to IAB Europe to demonstrate independent validation of compliance with certain IAB Europe Retail Media certification requirements.

What are the Requirements?
Companies must meet at least 90% of the required standards outlined in the compliance table to achieve certification. If any gaps are identified, there will be an opportunity to make the necessary adjustments and resubmit for a re-audit against the areas that did not meet the requirements.

How Does it Work with Local Initiatives?
If you plan on getting certified by CESP or the IAB UK Gold Standard, some metrics will overlap, and you will not need to be audited twice.

CORE BENEFITS

Build Credibility & Trust – Certification ensures that the ad tech company meets industry standards, providing media buyers with reliable and professional partners. This in turn, instills trust.

Demonstrate Compliance & Transparency – Adhering to industry standards and best practices reduces risks related to fraudulent traffic, misreporting, or unethical advertising practices.

Enable More Efficient Media Buying / Planning - By working with Certified companies buyers can plan, execute and optimise campaigns with more clarity into the media metrics being used.

Support Self-Regulation - Play a pivotal role in shaping the future of a more transparent and accountable Retail Media industry.

Enable Fair Competition - Certification to industry agreed standards creates a level playing field for media sellers and ad tech companies.

FOR MORE INFORMATION CONTACT:
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VISIT THE WEBSITE: here