

# 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 and merchants to address 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 the categories such as grocery, beauty, 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 is advertising sold on a commerce platform or retailer's own digital properties. This typically includes owned and operated websites and apps. The typical formats include Sponsored Products, Sponsored Display and Display and Video.



### Off-Site Retail Media

Off-site refers to the use of retailer data to be overlaid or coupled with inventory outside of a commerce platform or retailers owned and operated websites and apps. The inventory available with third-party partners (using retailer data) includes display, video, social, Connected TV (CTV) and Digital-Out-Of-Home (DOOH), digital audio and email\*.

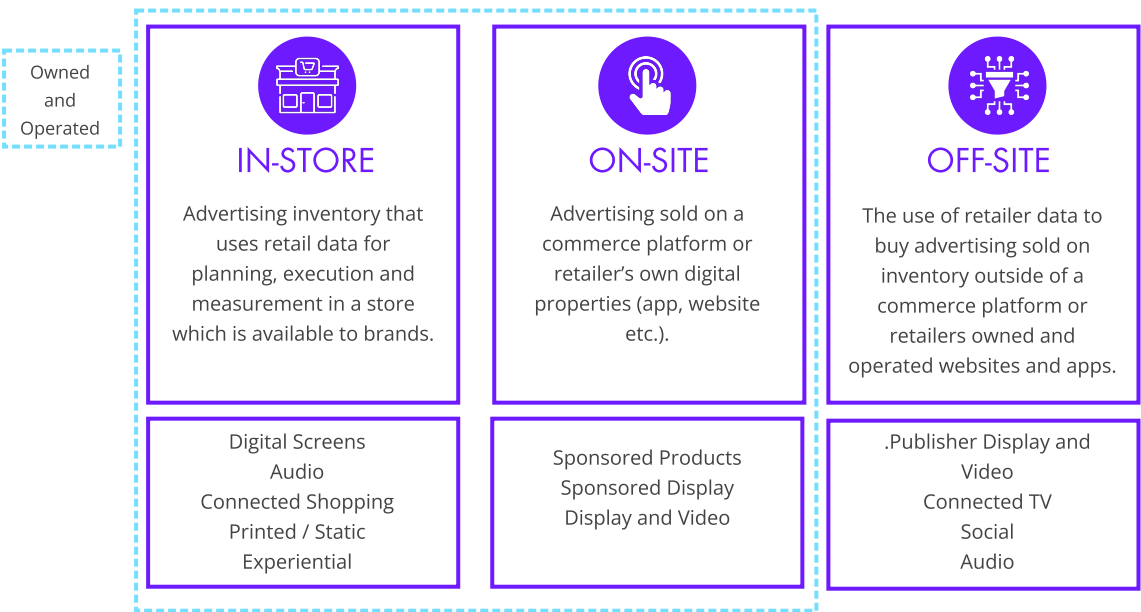
*\* some RMNs make email available but it is typically used as a CRM or Trade marketing initiative.*



### In-Store Digital Retail Media

In-Store refers to the advertising in-store inventory that uses retail data for planning, execution and measurement which is available to brands. It can be digital (video, display or audio) or static (print, physical activations) inventory. 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](https://iab europe.eu)

### Get involved!



Join IAB Europe's Retail & Commerce Media Committee to help shape the sector in Europe. Contact Marie-Claire Puffett, Industry Development & Insights Director - [puffett \[@\] iabeurope.eu](mailto:puffett [@] iabeurope.eu)