The IAB Europe Retail Media Certification Programme FAQs

What is it?

The 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.

Who will be certified?

We aim to certify retailers in 2025 and envision certifying other companies in the ecosystem in 2026 and beyond. All certified retailers will be able to feature the 'IAB Europe Retail Media Certified' logo.

What is the certification process?

Retailers 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. This certification will be valid for one year.

What will be certified?

The [Retail Media Certification Compliance Table](#) outlines exactly what the independent auditors will check.

How long is the certification valid?

This certification will be valid for one year. IAB Europe will host an up-to-date list of the certified companies on its website.

What is the beta phase?

The beta phase enables IAB Europe and the independent auditors to test and refine the audit process against the measurement standards. So far, two RMNs are participating in the beta phase.

How is the certification governed?

A Certification Advisory group comprised of National Federations and IABs and the Chair of our Retail Media Committee will Govern the programme and ensure 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 and whether a company received certification
- Help to develop the pilot phase and to ensure we reach our goals for the full rollout
- How we work / partner with other bodies such as the MRC

Which independent auditors are involved?

IAB Europe has selected three non-profit auditors (AAM, ABC, and CESP) to undertake the independent audits for this certification.

What is the auditor's role?

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 RMNs
- Liaise with other auditors to ensure consistency

Is there a cost?

Yes, there are two costs to factor in. Firstly, the independent audit will need to be paid for 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 **RMN businesses** generating 50m+ Euros of media revenue per year will be 10,000 Euros and 5,000 for any RMN business generating less than 50m Euros of revenue per year. The 50m Euros is related to media revenue independent of additional ad tech costs.

The certification fee for **ad tech and agencies** 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.

Do I need to be an IAB Europe member to get certified?

Any company wishing to be certified must be a member of a National IAB or Federation within Europe.

How does it work with national initiatives?

In Europe, there are a number of certification programmes at a local level for existing digital media standards (e.g. IAB UK Gold Standard, IAB Sweden Gold Standard, CESP Label) but there isn't a certification programme at a European level specifically for the Retail Media landscape. As the creator of the Retail Media measurement standards, IAB Europe is well-positioned to issue the certifications.

IAB UK is preparing to add specific requirements for Retail Media in the Gold Standard 2025. These additions, aligned with the Media Metrics in IAB Europe's Retail Media Measurement Standards, aim to ensure the highest levels of ad quality, viewability, and fraud prevention. The Gold Standard will not audit or certify against the Attribution or Retail Insights Standards.

IAB Europe and IAB UK are working closely to incorporate the European Retail Media Certification into Gold Standards. This means that from the end of 2025 or early 2026, the European Retail Media Certification will be a requirement of the Gold Standard for retailers or RMNs.

How does the European Retail Media Certification Programme fit with the MRC in the U.S.?

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.