



Quantifying Retail Media In-Store Success: Measurement & Innovation

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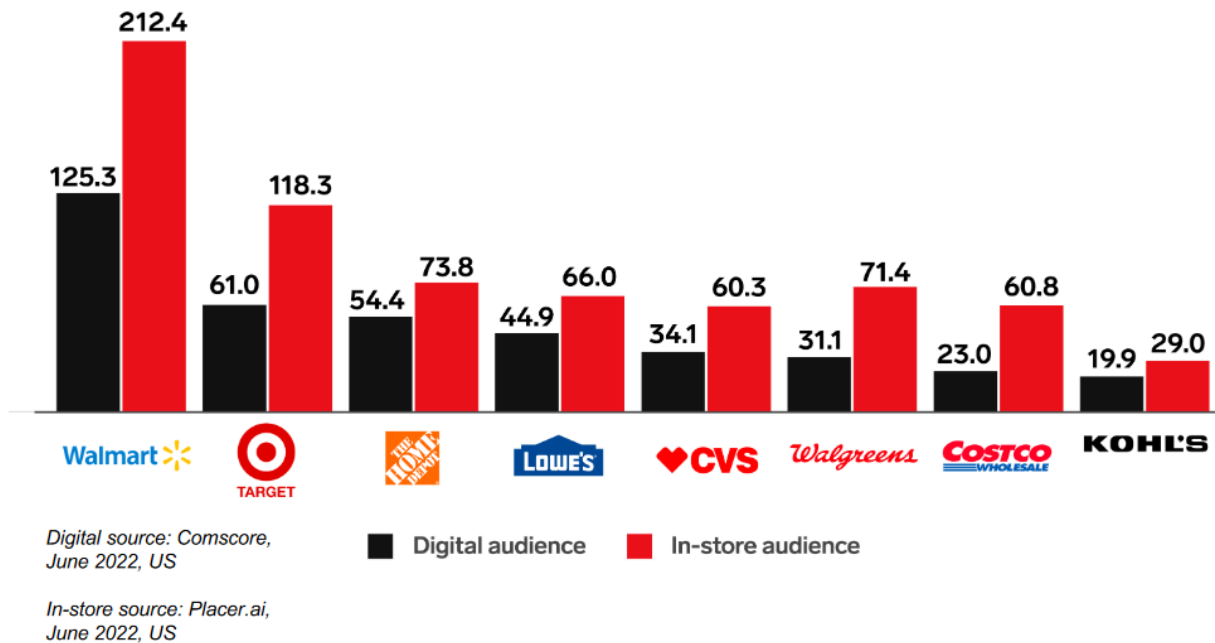
I. Overview of In-Store Retail Media Ecosystem

The Role of In-Store in Retail Media

In the retail industry's evolving landscape, the emergence of in-store opportunities within Retail Media Networks (RMNs) is a pivotal development. With most retail transactions still occurring physically, there is a growing recognition of the potential in bridging digital advertising with in-person shopping experiences. Retailers and Consumer Packaged Goods (CPG) companies are innovating in brick-and-mortar spaces to create a more engaging and interconnected shopping journey.

“Physical stores represent the next major media channel for brands, with leading omnichannel retailers experiencing 70% larger in-store audiences compared to digital,” said Andrew Lipsman, independent analyst at Media, Ads +Commerce. *“This combines linear TV’s reach and creative impact with the precise, sales-driven approach of online retail media, ensuring brand safety and contextual relevance at the bottom of the sales funnel.”*

US Monthly Audience Reach millions



The focus is now on building pervasive, omnichannel experiences that merge digital advancements with the physical retail environment. Personalized advertising, utilizing technologies like digital signage, in-store analytics, and mobile marketing, is central to this approach. These tools aim to capture customer attention and foster engagement, making every in-store interaction both memorable and impactful.

For example, Target is testing digital screens at the end of center aisles in its racetrack store layout to boost sales, with early results showing significant growth in item-level and total brand sales for products advertised on these screens. Additionally, a food & beverage brand found that combining in-store events and sampling with digital displays yields better results than digital displays alone, indicating that a comprehensive in-store experience more effectively engages customers and drives sales.

"In-store technology, as seen in Cooler Screens at Kroger and Walmart's self-checkout, is a game-changer for team integration and collaborative efforts. It's not just about enhancing the customer journey; it's about forging personal connections at the point of purchase. However, despite its potential for message congruence and recall, there's a gap in data synchronization and measuring real value," said Riyaad Edo, Executive Director of Commerce at Essence Mediacom, *"We're advancing beyond just streamlined creative activations; we're striving to isolate their impact and quantify ROI."*

In another example, Alex Vinci, VP of Global Commerce at Publicis, noted that *"clients with a strong Amazon presence are supplementing their Search and Display strategies with walkway and in-aisle screens at Amazon Fresh locations. This move is part of Amazon's foray into brick-and-mortar retail, including Amazon Go stores. One of our CPG clients using this strategy has seen positive results across all advertised categories, providing actionable insights into Amazon's 'omni-channel' approach."*

In-store media networks are increasingly relevant in a digital advertising landscape moving towards a cookie-less future. By leveraging first-party data, these networks offer advertisements that resonate more deeply with consumer preferences, maintaining a balance between effectiveness and privacy. This strategy enhances the overall shopping experience, moving beyond mere product promotion to create meaningful and personalized encounters for each visitor.

"The advent of 3.0 retail media technologies means the dream of dynamic aggregated audience addressability on one-to-many screens and true personalization on one-to-one screens is now realized," said Chuck Billups, SVP of Retail Media at PRN/STRATACACHE. *"Digital retail media can now truly drive fulfilling individual shopper needs in the path to purchase and reduce retail friction."*

The evolution of in-store media is a strategic response to changing consumer behaviors and technological advances. Retailers are keenly aware of the necessity to integrate their online and offline strategies effectively. This integration is essential for growth and sustainability in the modern retail market, leading to a future where the retail experience is cohesive, whether online or in-store.

"While retail media sits at the forefront of modern-day digital advertising, fragmentation across the industry is still holding retailers, brands and agencies back from reaching their full potential," said Brian Gleason, Chief Revenue Officer at Criteo. *"Because of this, players across the ecosystem are racing to develop solutions that will unify the industry. However, unification cannot solely take place on the digital landscape – it must extend into offline campaigns,*



especially as consumers continue to return to brick-and-mortar stores in record numbers. Instead of viewing offline and online in silos, marketers should prioritize planning and executing omnichannel campaigns that better influence shoppers at every touchpoint of their journey, and then measure Return on Ad Spend via holistic, closed loop measurement tactics.”

What Are the Financial Benefits and Growth Opportunities of In-Store?

In-store retail media represents a strategic investment with significant financial benefits and growth opportunities. By enhancing customer engagement and leveraging data-driven marketing and merchandising, retailers can open new advertising revenue streams and deepen brand loyalty, thereby boosting overall revenue.

“Many retailers have successfully monetized their owned digital channels. Now, the next frontier is the physical store. Our European counterparts began tapping into in-store digital technology over the last few years and it’s time for the US to catch up, adapt and innovate,” said Claire Wyatt, VP of Business Strategy and Marketing Science at Albertsons Media Collective, *“We believe in-store can and will act similar to a digital channel in the way it’s bought and, eventually, in the way it’s measured. At the end of the day, like other digital channels, the goal is sale-based measurement for more accurate reporting and personalized shopping experiences— a true win-win-win for retailers, brands, and shoppers.”*

One key financial benefit is the creation of new advertising revenue channels. Retailers are now collaborating with brands to feature advertisements and products within their store space. This strategy does more than just generate additional income; it paves the way for building strategic partnerships with suppliers and brands. By integrating these branded experiences into the store environment, retailers enhance their overall value proposition, making their stores destinations not just for shopping but for brand interaction and discovery.

There is also value in integrating on-the-go video and proximity-based media in retail marketing strategies to boost awareness and in-store sales. When speaking with Kristal Walton, SVP at GSTV she posed the example of placing media near retail locations, including fuel forecourts, brands can influence consumer behavior. Walton noted that *“Studies show that over 80% of customers spend more after fueling, often 4 times more at retail outlets. Including on-the-go video in retail media plans can be the last impression before shopping, enhancing brand recall and purchase intent, and increasing marketing effectiveness.”*

The omnichannel opportunity in retail media encompasses a strategy that engages customers throughout their entire journey, across various channels both online and offline. This comprehensive approach extends beyond merely driving immediate sales; it plays a pivotal role in enhancing brand awareness and fostering customer loyalty by offering a seamless, integrated shopping experience at every touchpoint.

“Being at the point of purchase is critical, especially when you consider the customer journey. BOPIS data suggesting it’s on average 4 days. And being positioned for impromptu and new to brand consideration, a customer who has a shopping list, adds on average 9 additional products to their shopping cart whilst in store.” said Nick Hinsley, CRO at Zitcha.



As the retail industry evolves, the integration of cutting-edge technology within in-store environments marks a transformative shift. This advancement allows for the aggregation and analysis of valuable customer data, providing retailers with deep insights into consumer behavior, preferences, and trends. Utilizing this data, retailers can refine their marketing approaches, enhancing the effectiveness of upselling and cross-selling tactics. Personalized promotions

and tailored product suggestions, informed by this rich data, have been instrumental in boosting conversion rates and elevating average transaction values.

“For In-store execution to fully evolve into a Retail Media offering, retailers need to break the walls between Trade and Marketing conversations with their suppliers, developing a joint data led customer engagement plan, which creates value to all parties,” said Miriane de Castro Schmidt, SVP of Customer Engagement, Media Consulting & Operations at dunnhumby

This renewed focus on monetization in the store will make 2024 an energizing year for in-store retail media. Retailers are already exploring innovative approaches to tying transactions to in-store experiences. For example, when talking to Lori Johnshoy, Head of Global Retail Media & CPG Strategy at LiveRamp she mentioned that *“those with loyalty cards have the unique advantage to be able to understand who is watching video content at checkout or the fuel pump and determine if it’s influencing a sale. There will also be an uptick in the exploration of how nontraditional tactics such as QR codes can be tied to in-store transactions.”*

The key to success for media delivered outside of POS or a fuel pump will be to overcome the roadblock of measurement transparency. Johnshoy from LiveRamp added that *“Nirvana will soon be here when technology can track consumers’ in-store behavior and tie it to a sales transaction. This treasure trove of information will allow retailers to understand not only who purchased products, but insights such as what end caps and store displays were most productive. In the not-so-distant future, a retailer will also be able to leverage in-store behavior to build audiences and drive highly personalized advertising very similar to how online browsing behavior is targeted today. Retailers can use this technology as a monetization stream that drives incremental ad revenue to drive profits and offsets technology costs.”*

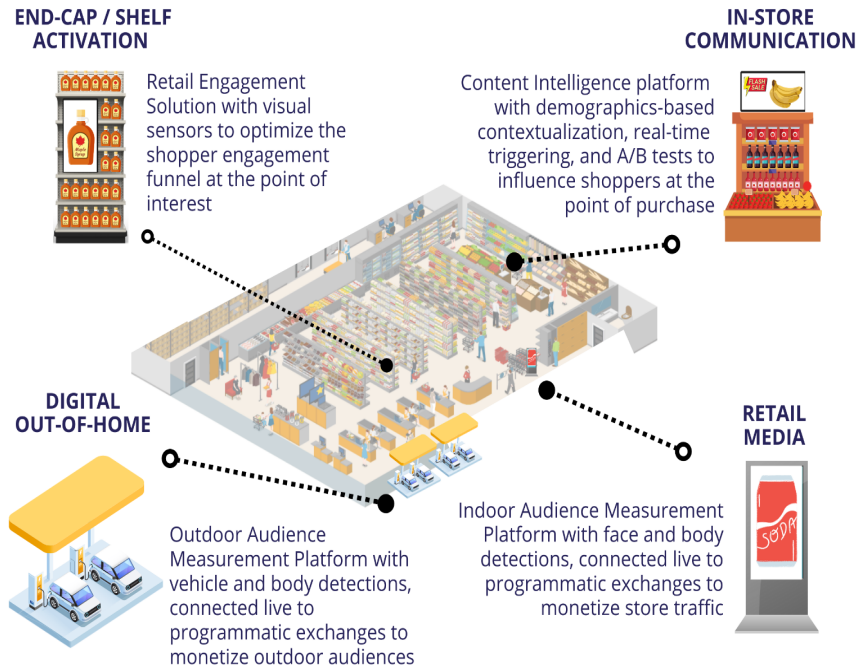
II. Advanced Technologies and Analytical Capabilities

How is Technology and AI Disrupting In-Store?

“As the boundaries between online and in-store experiences increasingly converge, CVS recognizes the transformative potential of retail media networks in realizing true omnichannel experiences,” said Parbinder Dhariwal, VP & GM of CVS Media Exchange. *“Retail media networks powered by advanced analytics suites utilizing artificial intelligence and machine learning are now closer than ever to achieving a comprehensive view of in-store shopping that mirrors the insights available online.”*

The retail landscape is undergoing a profound transformation driven by advanced technologies and AI, reshaping the customer experience and retail strategy. Key technological advancements are at the core of this shift:

- **Real-Time Data Analytics:** Retailers use real-time data processing to gain immediate insights into customer behaviors and preferences, allowing them to swiftly adjust marketing strategies and enhance the shopping experience.
- **Predictive Modeling:** Machine learning algorithms enable retailers to forecast future trends, demands, and customer behaviors, leading to more effective inventory management and targeted marketing efforts.
- **Dwell Time Analysis:** By measuring the time customers spend in specific store areas, retailers gain insights into engagement levels, informing decisions about store layout, product placement, and promotions.
- **AI-Powered Customer Segmentation:** This approach supports precise, real-time customer segments based on anonymized attributes including age, gender and group composition layered with contextual attributes, such as in-store proximity to certain categories or brands, enabling highly targeted and relevant marketing.
- **Customized Content Delivery:** Dynamic adaptation of content based on real-time data ensures that marketing messages are highly relevant and engaging to the audience present.
- **Unified Data Sources:** Integrating real-time data streams into an existing tech stack creates a sustainable, common media currency, and facilitates real-time audience-based programmatic bidding and activation.



Quividi

"In-store retail media can be a win-win-win. Retailers and brands get to provide valuable Shoppers with more personalized and rich experiences at the point of purchase," said Kelly Kachnowski, VP Growth & Engagement, Data and Analytics Technology at The Mars Agency. *"However, retail media networks have less centralized control on what happens in stores in terms of setup and follow through of activation, and thus properly capturing key metrics can potentially become difficult. It will be important for retailers to focus on proper infrastructure and consistent activation to even deliver the basics. Slow and steady wins the race to trustworthy and valuable measurement and reporting."*

However, incorporating these advanced technologies into retail strategies poses certain challenges. One key challenge is measuring the success and ROI of these initiatives. Retailers are increasingly using conversion tracking, engagement metrics, and ROI analysis to evaluate the effectiveness of their AI-driven strategies, which are crucial for understanding their direct impact on sales, customer engagement, and overall business performance.

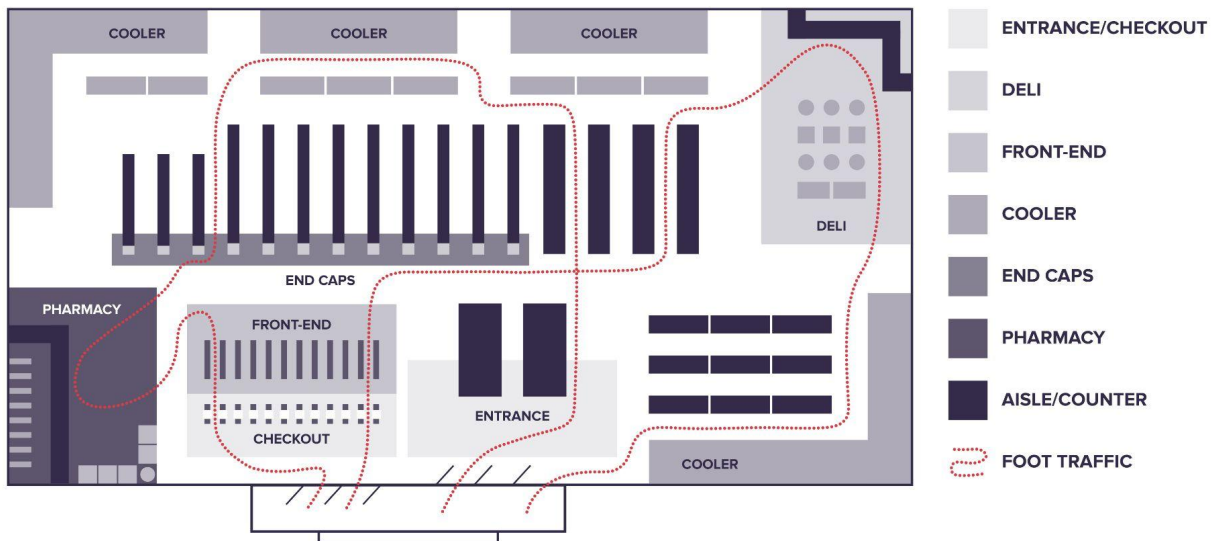
Another significant challenge is integrating these diverse technologies to work cohesively. Retailers must ensure interoperability between different data collection methods, such as sensors and AI platforms, to gain a comprehensive view of customer behavior.

"The challenge with retail media is ensuring system hygiene, meaning our digital screens must be operational at all times. This requires technological finesse to avoid disrupting store operations and to manage data consumption efficiently," said Juan Restrepo, Director of Retail & Digital Media Services, OXXO. *"Additionally, success hinges on creatively tailoring content to each store's specific environment and accurately measuring the impact on sales, factoring in variables like seasonality and weather."*

By effectively harnessing these technological solutions, retailers can optimize operational efficiencies and gain a critical competitive edge. This enables them to swiftly adapt to evolving market trends and consumer expectations, thus maintaining their leadership in the rapidly evolving retail sector.

“In-store retail media must be as data driven as any other retail media channel in the retailer’s portfolio. Retailers need to be laser focused on always using their data to guide them in recommending and evaluating ad placement for any type of in-store retail media — from printed POS banners to high-tech interactive screen,” said Matt O’Grady, President at dunnhumby. He added that retailers need to understand: 1) What are the most relevant stores and regions for this product? 2) Where are the high value customers shopping in this category? 3) Which cross category insight can be leveraged.

Understanding the Technology Enabling In-Store Measurement



Visual sensors in retail stores gather anonymized data on customer flow and engagement, tracking in-store ad views, visitor numbers per section, time spent, and product interactions. This data is crucial for optimizing product placement and identifying high-traffic areas for premium advertising. However, the accuracy of these sensor-based systems can vary with changes in lighting or store layout, requiring regular recalibration.

- Example: Grocery TV employs visual sensors at checkout with wide-angle cameras that activate advertisements when detecting a customer's presence. These sensors are calibrated to trigger ads only when a customer is exposed to the digital display maximizing ad exposures and overall creative effectiveness. Additionally, the system also monitors the duration and frequency of customer engagement with the content.

“As retailers look to expand their retail media networks in-store, it’s important they measure their in-store networks similar to their ecommerce sites. Think of it as ‘Clickstream behavior for the

store' where retailers can easily identify intent and behavior changes based on content shown," said Ben Reynolds, VP of Business Development at STRATACACHE. Reynolds highlighted the opportunity for Retailers to add in-store behavioral data (i.e. 30% of customers who visited the cleaning aisle and didn't convert) to their customer data platforms, enabling the retailer to digitally activate, in-store, online or offsite (i.e. Social and/or Connected TV) based on the entire customer journey.



Shopping cart and basket sensor technology can monitor shopper movements and interactions with in-store media, providing insights into shopping behavior like preferred paths, zones, and time spent in the store. These sensors can also integrate with in-store devices like screens, enhancing the overall shopping experience.

- Example: Unimarc Supermarkets in Chile equipped carts and baskets with Cyreen sensors, integrating them with in-store screens and checkouts. This setup tracked customer exposure to specific commercials and linked it to their purchases, allowing for precise measurement of advertising impact. Using this technology, Alto del Carmen's pisco campaign reached 33,000 impressions and saw a 186% increase in conversion rates among shoppers who viewed the ads, indicating a highly effective campaign and strong return on ad spend (ROAS).

Beacons and Bluetooth in Retail allow specialized mobile apps to track customer location and movement patterns within the store.

- Example: Best Buy operates a proprietary in-store beacon network with over five thousand beacons deployed nationally. These beacons are used to trigger relevant ads

based on location within the store. They trigger messages either at the entrance or by select departments. Users receive a push message that opens into a full-screen ad experience, ensuring consumer consent through opt-ins.

Passive Wi-Fi in Retail measures the number of customers in an impression zone by counting customer smartphones near a sensor as a proxy. Unlike Bluetooth beacons, no mobile app is required on the customer's smartphone, so all customers with smartphones are counted.

- Example: A department store wants to measure customer presence in each zone in the store in real time (to guide staffing levels) and historically (to compare traffic between zones and across stores). Store circulation measurements serve as an intermediary between drive-to-store advertising and PoS receipts.

Smart Screens in the Aisle can transform traditional physical surfaces, like cooler or freezer doors, into identity-blind digital smart screens that help brands influence shopper choice at the point of decision. These AI-enabled screens adjust the customer experience to the engagement level, distance, and dwell time of the shopper, based on embedded sensors in the device and a wide range of signals.

- Example: Sam's Club's digital project features a sophisticated digital signage network within the store. This includes strategically placed screens at the entrance, refrigerated section, payment area, and a floor projector. The purpose of these digital units is to provide a dynamic platform for brand promotion and essential information for shoppers. Additionally, the project incorporates an anonymous biometric measurement system, enabling the analysis of customer flow and demographics, thus optimizing the in-store experience.
- Example: A national ice cream brand aimed to boost trial and awareness in a leading grocery chain, leveraging Cooler Screens technology, over two months, targeting relevant buying occasions for impulse and routine purchases. The campaign focused on achieving a positive incremental sales lift and used a test and control methodology.

Interactive Kiosks and Displays collect data on customer interactions with digital kiosks and displays for product information and purchases.

- Example: An electronics retailer uses interactive kiosks where customers can compare products, read reviews, and check inventory. The kiosks collect data on the most viewed items and queries, assisting in tailoring future advertising and stock decisions.

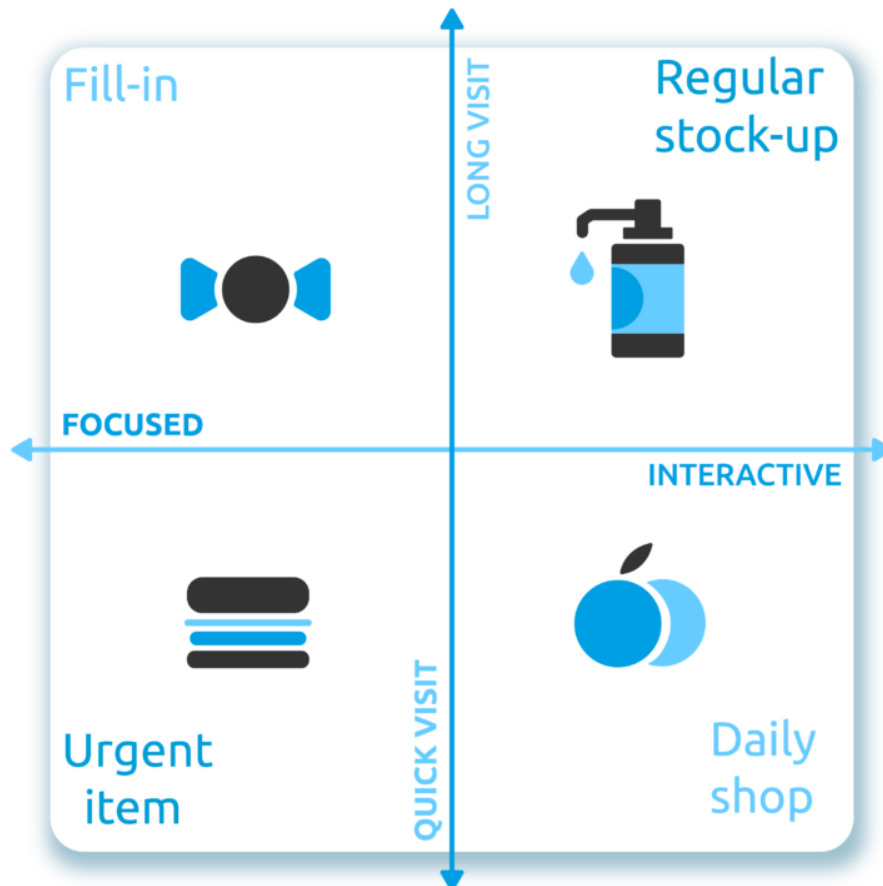
Audio programming on a store-by-store basis analyzed through location-based audience profiles, product availability and venue features.

- Example: A Sushi Distributor at a major US grocer collaborated with Vibonomics for a potent 3-week in-store audio campaign, reaching over 3.5 million impressions. Utilizing control store testing across five divisions, the campaign demonstrated the significant effectiveness of in-store audio in retail media strategies. The comprehensive pre-post

analysis and test-control comparisons revealed a notable 3% increase in household reach and a positive boost in units sold.

"To unlock the full potential of physical stores as an advertising channel, standardized metrics are crucial. This includes unduplicated reach, frequency, impressions, and demographics, along with brand lift metrics for awareness, favorability, and purchase intent," added Lipsman. "Additionally, multi-retailer sales lift solutions are needed to gauge effectiveness across various retail locations. Holistic measurement will empower national brands, both endemic and non-endemic advertisers, to confidently invest in this medium."

Adding technical enhancements should fuel an improvement in the basics of brick and mortar. Elizabeth Marsten, VP of Commerce Strategic Services at Tinuiti said, *"Store planograms should reflect the data coming in on a shopper's journey, dwell time and make the experience more enjoyable AND efficient. For example, if a store moves the bread - the data models should not only update the change in the journey, but how long it takes a shopper to relocate, rather than throw a false signal that dwell time has changed. Consistent Wi-Fi access throughout the store to enable app usage and digital coupon clipping also helps."*



III. The Future of In-Store Retail Media and Omnichannel Integration

“It’s important for advertisers to adapt to the evolving ways in which the next generation engages with digital media in the physical world,” said Sarah Travis, SVP and President at Roundel, *“At Target, we’ve observed that 75% of Target guests report using our app or website while shopping in-store, and that percentage rises to over 90% with Gen Z guests. To meet this growing shift, retailers can help advertisers craft in-store experiences designed with digital in mind to best meet the consumer as they move between online and real-life moments for inspiration and discovery.”*

The cornerstone of modern retail strategy is the seamless integration of various shopping channels, including in-store, online, mobile, and social media platforms. This omnichannel approach ensures a consistent and continuous shopping experience for consumers, regardless of how or where they choose to shop. *“Reach’ is key to our expansion, prioritizing a seamless, omnichannel experience tailored to our consumers, especially Gen Z. We’re focused on integrating effective omnichannel performance attribution, vital for assessing our marketing’s impact and enhancing engagement,”* said Anu Anand, Analytics Manager, Sephora Media Collective at SEPHORA. Adding that it is crucial in adapting to evolving consumer behaviors post-pandemic, *“retailers need to ensure they are delivering a consistent, holistic customer journey, in tune with the preferences and expectations of the increasingly significant Gen Z demographic.”*



"Today's consumers are time-strapped and distracted, so we need to provide meaningful content in a place they can convert," said Jill Cruz, EVP of Commerce Strategy at Publicis Commerce, *"The store is perfect for intercepting a shopper in buying mode, but now we're expanding advertising outside the store."* She mentioned Publicis' tests with conversion-focused creative for a CPG brand on Volta charging station screens at Ahold grocery banners, analyzing the impact on sales. Cruz suggested future enhancements could include full motion video and closed-loop sales lift reporting to align with retail media standards.

- **Online-Offline Data Synchronization:** The integration of in-store data with online shopping data is pivotal. By harnessing big data analytics and advanced CRM systems, retailers can track customer behavior across multiple channels. This data synchronization provides a comprehensive view of customer preferences, shopping patterns, and potential future behavior.
- **Enhanced Customer Profiling:** With synchronized data, retailers can create more accurate and detailed customer profiles. This information is crucial in personalizing shopping experiences, both online and in-store, leading to higher customer satisfaction and loyalty.
- **Targeted Marketing and Personalization:** RMNs benefit from this data integration by facilitating highly targeted marketing strategies. Personalized recommendations and promotions, based on a customer's omnichannel shopping history, can be displayed in-store, creating a unique and tailored shopping experience.
- **Inventory Management and Demand Forecasting:** The amalgamation of online and offline data assists retailers in better inventory management. Understanding customer preferences and buying patterns across channels helps with accurate demand forecasting, reducing stock outs or overstock situations.

"Recognizing the shift in customer behavior post-pandemic, with more people preferring in-store grocery shopping, we're innovating in our advertising approach to enhance their visits," said Victor Rivera, the Head of Marketing at Walmart Connect Mexico. *"Our concept of 'Retailtainment' is central to this, evolving to offer unique activations and events, allowing brands to connect meaningfully with shoppers. The aim is to be present in our customers' journey, helping them make informed, value-driven decisions, ensuring they get the most out of their spending."*

The integration of digital and physical retail through retail media networks (RMNs) is revolutionizing the industry, offering a blend of advantages and challenges. Key among these is the ability to measure crucial metrics like Glance Views and Conversion Rates, traditionally difficult in physical stores. Retailers can now assess these metrics in-store, exploring reverse attribution metrics to understand consumer behaviors, including how in-store ads influence purchases within and across product categories.

"I can't stress enough the importance of building holistic, omnichannel campaigns and the power of the in store," said Cyndi (Loza) Hitchens, Managing Editor and Member Content at

Path to Purchase Institute. Adding, *"In a recent survey, a majority of shoppers told us they often seek out brands in-store after seeing their ads online – with many of them saying they enjoy seeing or hearing about products available at retailers and like in-store messaging about products they have not heard of before. In-store retail media can take these brick-and-mortar activations a step further through personalized messaging."*

For example, Tesco's "Scan as you Shop" service, available to Clubcard holders, integrates digital advertising into the in-store shopping experience. It allows personalized ad targeting based on individual purchase history, addressing inefficiencies in traditional retail advertising. This system displays tailored full-screen and banner ads, enhancing customer experience by providing relevant promotions. The outcome is a more effective advertising strategy with measurable impact on purchasing, marking a significant evolution in in-store customer engagement and personalized advertising.

However, this integration is not without its challenges. Privacy concerns are at the forefront, requiring a delicate balance between personalization and intrusion. Additionally, the substantial capital and operating expenditure needed to set up and maintain in-store networks across various locations presents a significant hurdle. There is also the task of convincing retailers to embrace digital signage over traditional static methods, necessitating extensive training for in-store staff and merchandising teams to enhance the overall customer experience.

Demonstrating value is complex due to its offline nature and retailers are grappling with operational concerns such as financing and connectivity. *"Due to the complexity and size of the challenge of implementing store-level connectivity to the digital RMN ecosystem, it is important for retailers to identify senior-level sponsorship and accountability for the in-store communication strategy and execution,"* said Andy Murray, Founder of BigQuest.

If the retail media industry is to continue to scale, we must focus on making it easier for marketers to plan and assess performance. Swetha Subramanian, VP of Data Strategy and Measurement Science at Advanced powered by Loblaw stated, *"We're focused not just on building reliable & independently-verified media metrics – but on measuring true incrementality of sales from omnichannel campaigns using reliable methods like randomized control trials. This allows us to measure in-store advertising's sales lift impact on overall marketing effectiveness, including loyalty promotions and media strategies across various channels."*

Questions arise about retailers sharing data on which in-store screens most effectively drive sales, the balance of 'credit' for in-store sales between RMN ad exposures, trade spend, and traditional shopper marketing, and the strategic use of QR codes for first-party data collection. Additionally, the proportion of interactive versus viewable screens, the effect of audio ads on phone-based ad retargeting, and the need for a significant event to amplify the impact of in-store RMNs, akin to Amazon's Black Friday strategy for CTV, are crucial considerations.

"The emergence of in-store retail media marks a crucial shift, enhancing omnichannel collaboration. This development is essential for Digital Commerce, Digital Marketing, and Media Planning teams, urging them to integrate retail media into their strategies with focused expertise," said Todd Hassenfelt, Global Digital Commerce Senior Director at Colgate-



Palmolive, *“It also calls for a rethinking of traditional spending, aligning it with the rigorous approach used for retail media investments. Done right, this integrated approach promises significant benefits for both Brand and Performance teams, leading to an improved omnichannel experience for consumers.”*

As in-store retail media evolves, so must the metrics and frameworks for assessing its impact, moving beyond traditional sales metrics. The future lies in the effective integration of RMNs and omnichannel strategies, enhancing customer experience and providing invaluable insights for more efficient operations and increased profitability. This signals an exciting era of innovation and customer engagement in retail.

IAB is launching a DOOH and In-Store Retail Media working group on February 7, with the objective of developing a playbook that will enable and educate retailers, agencies, and brands on the DOOH and In-Store opportunity in retail media from activation to measurement. The playbook will focus on the following areas:

1. Balancing trade and media planning and strategy in-store.
2. Defining measurement metrics and advanced modeling methodologies.
3. Providing an in-depth view of technologies, use cases, and frameworks.

First meeting will be on February 7 – [join the working group!](#)

[Learn more](#) about IAB’s Connected Commerce Initiative

Acknowledgement

This document was developed by the IAB Retail Media Network Committee.

This project represents weeks of collaboration and sharing of expert insights from a cross-section of our industry with the objective of providing an initial view of the DOOH and In-Store Retail Media space in anticipation of IAB's official launch of a working group to publish a playbook. IAB would like to extend a special thanks to the following individuals that contributed their time & insight in support of this paper.

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About IAB



The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than seven hundred leading media companies, brands, agencies, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.



The collection and use of data to reach audiences and measure online advertising campaigns is central to powering the digital advertising ecosystem. The Measurement, Addressability & Data Center aims to provide essential industry guidance and education on solutions amid changes in underlying technology and privacy regulations in a constantly evolving ecosystem.

The Measurement, Addressability & Data (MAD) Center focuses on the following initiatives:

- Measurement & Attribution
- Addressability
- Privacy
- Retail Media
- State of Data



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