# retail media glossary of terms

## iab retail media working group

# introduction

The Australian retail media sector has witnessed considerable growth and diversification in recent times. With this growth comes the challenge of navigating an increasingly complex landscape marked by fresh strategies and a broadening vocabulary that industry professionals must familiarise themselves with.

In response to the growing sector, the IAB Australia Retail Media Working Group was established. This collective consists of representatives from retail media platforms, agencies, and digital advertising companies who are dedicated to standardising industry practices and disseminating knowledge through collaboration.

This glossary is a direct product of the Working Group's commitment to clarity and education. Intended as the first comprehensive reference, it aims to start the journey of demystifying the myriad terms and terminologies of the sector for both those new to the retail media industry and experienced marketing and media professionals.

Whether you're a brand looking to maximise your retail media strategy or an advertiser keen on leveraging its potential, this glossary serves as an indispensable first guide to terms used in this sector.

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# 18 essential retail media terms

**closed-loop measurement**

A method of tracking and analysing the complete customer journey, from initial exposure to interaction to conversion, in retail. That conversion can be online or in-store if some form of user tracking is in place (such as the use of a loyalty card). It is considered a key benefit of most retail media offerings because it allows advertisers to track the impact of their ads from initial exposure to the final purchase.

**co-operative marketing / co-op marketing**

Co-operative marketing (also referred to as co-op marketing) is a collaborative approach where brands and retailers share the costs and efforts of marketing campaigns. Widely considered to be an early incarnation, pre-first party data and closed-loop measurement, of what is now referred to as Retail Media.

**commerce media**

Commerce media is sometimes used in the discussions around retail media. The general difference in intention is a broader term - that variously suggests parties beyond retailers can be involved. This is typically via parties data sharing. The other more common use of the term is referring to companies that are not strictly retailers setting up offerings that are equivalent to retail media offerings (an example might be a bank, or an energy company)

**demand-side retail media**

Demand-side retail media (DSRM) is a type of retail media that allows brands to buy ad space directly from retailers. It provides a platform where advertisers can control their bidding, targeting, and optimisation. This is in contrast to traditional retail media, where brands buy ad space from intermediaries, such as ad networks and exchanges.

**endemic advertising / endemic brands**

Advertising displaying brands or products that customers can purchase at the retailer. Advertising is contextually relevant, and customers expect to see messaging from these brands, and it integrates into their overall shopping experience.

**in-store retail media**

In-store retail media refers to the advertising and promotional content opportunities that exist within a physical retail environment. Including but not limited to product displays, digital signage including video, printed signage including decals, and shelf wobblers. Depending on the context, it can refer to either digital, analogue, or physical assets.

**incrementality / sales incrementality / incremental uplift**

An advanced method to measure marketing effectiveness that seeks to show that those who purchased did so because they were exposed to advertising content, rather than that they were already likely to purchase despite the advertising. Measuring incrementality is further enabled by closed-loop measurement that is increasingly typical via retail media networks.

**near-endemic advertising / near-endemic brands**

Brands or products directly related to the products available from the retailer, but not offered for sale at the retailer. Not currently a standard use term in the Australian market.

**non-endemic advertising / non-endemic brands**

Brands that are not associated with or related to the products available from a retailer - and are not able to be bought from the retailer - but are in some way relevant to the consumer.

**off-site /off-network /off-platform retail media**

Off-site, or off-platform, retail media refers to advertising or promotional content placed outside of a retailer's owned channels or platforms, in other media platforms or media inventory. It is typically placed by the retailer, not the brand advertiser, in some manner making use of the retailer's 1st party data, to target audiences beyond the retailer site or platforms. Practically speaking, it refers to digital media opportunities. Examples of media channels used here could include Video, CTV, BVOD, DOOH, Search and social.

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| **on-site / on-network / on-platform retail media** | On-site media refers to any type of advertising that is placed on a retailer's own digital properties (website or app) on behalf of a brand. This can include, but not limited to, sponsored product listings, brand pages or hub, email inclusions. Typically, targeting is informed in some manner by the retailers first party data. Commonly refers to digital media opportunities (contrasted to in-store retail media, which can be either digital or physical ad spaces). |
| **retail media** | Retail media is a type of advertising that uses a retailer's data, digital and physical spaces to connect brands with shoppers at the point of purchase and throughout the customer journey. It can include a variety of different formats, such as online advertising, in-store signage, and sponsored products.<br>First-party data, or information that retailers have obtained directly from their customers, enables them to design and deliver highly targeted advertising campaigns that are more likely to resonate with consumers, thereby raising brand awareness, boosting sales, and fostering customer loyalty. |
| **retail media group (rmg)** | Retail Media Group (RMG) refers to a retailer's business entity, division, or appointed agency that specialises in the monetisation of its advertising assets within physical stores, retailer-owned sites, or apps. |
| **retail media network (rmn)** | A Retail Media Network (RMN) is the infrastructure comprising both online and offline channels where brands can advertise to reach shoppers. It encompasses the actual 'spaces' or 'channels', such as e-commerce sites, in-app spaces, in-store digital displays, and email marketing channels, where advertisements can be placed. |
| **retail media platform (rmp)** | A Retail Media Platform (RMP) is a technological solution or software system that facilitates the management, execution, and analysis of advertising campaigns within the Retail Media Network. It allows brands to reach shoppers at the point of purchase on retailer and marketplace websites and apps. RMPs offer a variety of ad formats, including sponsored products, display and video ads, in-store display and off-site. |
| **screen networks** | A collection of connected digital screens that are placed throughout a retailers' network of stores that can be used to display a variety of content, including advertising, product information, and promotions. Through ownership or partnership, a screen network can be extended to include proximity screens and other screen inventory that a retail media network has been provided access to. |
| **supply-side retail media** | Supply-side retail media (SSRM) is a type of retail media that allows brands to buy ad space directly from retailers. The ad space inventory is accessed via a platform where retailers can manage and sell their ad space directly to advertisers. This is in contrast to traditional retail media, where brands buy ad space from intermediaries, such as ad networks and exchanges. |
| **trade marketing** | A marketing strategy focused on wholesalers, retailers, and distributors. Its goal is to increase demand from supply chain partners and promote products to consumers, by increasing product visibility within a retail environment. Trade Marketing budgets are shifting online. Trade Marketing encompasses both off-line and online channels, with retail media being a typical channel of online trade marketing. |

# other retail media terms

**at-home sampling**

An example of off-network retail media, in this case physical media. A box of free samples delivered at home to a retailer's customers, commonly used for products in the health and beauty, personal care, and baby categories.

**at-shelf coupons**

An example of in-store retail media. At-shelf coupons are coupons that are placed on or near products on the shelves of a retail store. They can take many forms, including tear-pads, machines, and dispensers.

**attribution**

The process of evaluating and assigning credit to the marketing touch points that a consumer encounters on their path to the desired outcome. Attribution helps marketers understand the impact of their advertising campaign, especially in the context of closed-loop measurement to determine incrementality.

**average cart / basket size**

The average revenue generated by a campaign's sales. This KPI is calculated by dividing the total revenue by the total orders over a given time period. The average cart can be tracked for any time period, but the most common is the moving monthly average.

**brand page**

A centralised online destination where a brand lists its products on a retailer site or marketplace.

**catalogue / sales catalogue**

A catalogue is a regular (often weekly) booklet containing special deals and featured products that are distributed in stores or delivered by mail or newspaper inserts to consumers' homes.

**catalogue / shopping feed**

A data source containing product information used for creating and managing dynamic product ads within retail marketing. Product information typically includes a product's ID, name, description, category, image URL, and the product's URL on the brand's website.

**category share**

The percentage of all products in a category that a brand sells, often expressed as a percentage in retail. Sometimes refers to the share of a market segment in the category instead.

**checkout dividers**

An example of in-store retail media. Plastic bars used by cashiers to separate grocery items belonging to different customers during checkout; can be used for displaying promotions or advertising.

**commerce data**

Attributes of consumer data that enable marketers to understand a customer's purchase and intent behaviours.

**commerce data collective**

A shared repository of commerce-related data for insights and analysis, benefiting multiple retailers in Australia.

**commerce intent**

Signals or actions indicating a consumer's inclination to make a purchase, used for targeted marketing efforts.

**consumer journey or customer journey or shopper journey**

A customer/shopper journey is the entire experience a customer has while communicating with a brand. It considers the complete interaction roadmap from brand discovery to purchasing and beyond.

**contextual commerce**

Enabling customers to purchase products directly from content, merging shopping with the user's online experience.

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| **co-op budget** | Co-op budget (also referred to as trade spend) refers to the money that manufacturers or suppliers spend on advertising and promotional activities in partnership with retailers. This can include things like in-store displays, coupons, and other promotions. Co-op budgets are often used to help manufacturers and retailers work together to drive sales and increase brand and product awareness. |
| **custom audience** | A segment of individuals specifically defined based on particular attributes or behaviours relevant to a campaign, typically for one-time or limited-run use. |
| **customer relevance score** | Customer-product relevancy scores are used to build target audiences. It is a metric measuring how closely a campaign or ad aligns with the interests and needs of the target audience. |
| **customer targeting** | The act of reaching out to a portion of your customer list to re-engage them and drive sales. |
| **digital catalogue** | A PDF file or HTML replica of the print sales catalogue provided on a retailer's website or digitised with rich interaction features (e.g., "clip to card") and provided inside the retailer's mobile app or by third-party shopping and savings apps. |
| **digital coupons**<br>**digital on-site sponsored ads or product** | Electronic vouchers or discounts that can be redeemed when making online purchases. |
| **listing ads** | An example of on-site retail media. Paid advertisements displayed within an advertiser's website, promoting products. A common format is promoted listings or promoted products. |
| **digital shelf** | The online equivalent of the brick-and-mortar shopping experience. The digital shelf is where a brand's product is displayed online, and can include search results and product detail pages on retailer websites and apps, marketplaces, and other eCommerce channels. |
| **direct mail** | Physical promotional materials sent to customers' addresses, often through postal services. |
| **first to basket** | When a brand's product is added first to the digital shopping cart over competitors, increasing the likelihood of it being purchased again. |
| **floor decals** | A form of in-store retail media. Large vinyl stickers in the form of advertisement signs are installed on product shelves or various store locations. |
| **full funnel marketing** | Marketing strategy involves reaching a consumer at each stage of the marketing funnel (awareness, consideration, and purchase) with appropriate messages. Retail media networks can help equip advertisers (brands) with full-funnel strategies. |
| **geo-targeting** | Targeting and delivering ads to users based on their geographical location, enhancing local relevance. In the context of retail media it is often tied to local physical stores ranging or product availability. |
| **identity data & resolution** | Process of collecting and matching identifiers across devices and touch points to build a cohesive, single view of individual customers, enabling marketers to deliver personalised, contextually relevant messaging throughout the customer journey. This is a key component enabling closed-loop measurement. |

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| **in-market audience** | People who are likely in the market to purchase a given product or service. See also *Commerce Intent*. |
| **in-store displays** | An example of in-store retail media. Temporary merchandising displays are placed in different locations throughout the store, such as endcaps, in-aisle, and action alleys, to showcase products and attract shoppers' attention. |
| **in-store sales value** | The sales value generated in-store during the campaign or over a specific time period, from shoppers exposed to your campaign. |
| **in-store sampling** | An example of in-store retail media. Promotional campaigns that offer shoppers a free sample, tasting, or demo of the product, often involving a sampling station attended by a store associate. |
| **in-store signage** | An example of in-store retail media. Signs, posters, and banners placed around the store, including the entrance area, stanchions, ceiling-mounted frames, over checkout lines, and special sections of the store, such as the deli, seafood, and pharmacy, to provide advertising messages and information. |
| **incremental value** | Also known as incremental ROAS, it is the lift in value generated from an ad campaign, typically expressed in dollars. Incrementality measurement is a key benefit of the closed-loop measurement feature of many retail media programmes. |
| **long-loop data** | Long loop data refers to data that tracks customer behaviour over a long period of time - for example, the past 52 weeks. This can include data about what products customers have purchased online and off-line, how often they have visited a retailer's website, and what they have searched for online. |
| **marketplaces** | A marketplace is a digital platform that serves as an intermediary between vendors and consumers, facilitating the online sale of goods and services. |
| **monetisation/media monetisation** | Media monetisation is the capacity to generate additional revenue from your media assets and data by allowing advertising partners to promote their products and brands across multiple channels and touch points. |
| **omnichannel retail** | Omnichannel refers to the practise of creating a seamless shopping experience for customers across all channels, including online, in-store, and mobile. This means that customers should be able to start a shopping journey on one channel and seamlessly continue it on another channel. |
| **omnichannel retail media** | A retail media offering that integrates touch points across three retail media channel groups - onsite, offsite and in-store. |
| **online / off-line sales conversion** | Total offline or in-store sales value generated from exposed users over the campaign duration plus attribution window. |
| **on-site display** | An example of on-site retail media. Online advertisements, including "digital display" leaderboard banners and side-panel ads, are displayed on a retailer's consumer-facing websites. |
| **on-site search** | Optimising elements on a web page or retailer site to drive more web traffic and improve rankings on a search engine. |
| **out-of-home (ooh)** | Out-of-Home (OOH) advertising is a type of above-the-line advertising that consumers experience outside of their homes. Common examples include billboards and 6 sheets. |

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| **point-of-sale (pos) ads** | Typically, it refers to the physical location where a sale takes place, often referring to the checkout area in retail stores. Advertisements can be strategically placed here to encourage more purchases at checkout. |
| **point-of-sale data** | Transaction data collected at the point of sale, providing insights into customer behaviour and preferences. |
| **predictive audiences** | Predictive audience is targeting specific audience segments based on predictive models that forecast user behaviour. |
| **product feed management** | Product feed management is the administering and optimising of product feeds to enhance the performance of online advertising campaigns. |
| **product listing optimisation** | Product listing optimisation involves enhancing and enriching elements of a product listing or product feed to improve ranking in marketplaces, increase traffic, and boost conversions. |
| **product recommendations** | Product recommendations are typically AI-driven algorithms that enhance the relevance of digital content for specific products based on a shopper's on-site behaviour, such as navigation, recency, and the types of other products browsed. |
| **product search** | An example of on-site retail media. Product search involves sponsored-search ads and premium product placement on a retailer's e-commerce site using proprietary consumer data, including history, preferences, and demographics. |
| **proximity ooh (incl dooh)** | Out of home or outdoor ad spaces that are in or around a store or shopping centre. |
| **receipt ads** **research online buy in-store (robis) or research online shop in-store (rosi) or research online purchase offline (ropo)** | An example of in-store retail media. Receipt Ads are product and service advertisements printed on the back of the thermal-printer receipt tape. |
| **return on ad spend (roas)** | All these variations refer to the concept where shoppers research brands, offers, and products online before making an in-store purchase. Return on Ad Spend (ROAS) is a metric that measures the sales value generated for every unit of currency spent on advertising. It is calculated by dividing the sales value by the ad spend. |
| **return on investment (roi)** | Return on Investment (ROI) is a metric used to measure profitability and assess the performance of an ad investment. It is expressed as a percentage and calculated by dividing an investment's net profit (or loss) by its initial cost. |
| **sales uplift** | Sales uplift measures the incremental increase in sales that results from running specific promotional campaigns within a set period. Measuring incrementality is enabled further by closed-loop measurement that is increasingly typical via retail media networks. |
| **second-party data** | Second-Party Data is the first-party data of another organisation that is obtained and used transparently and with permission for marketing purposes. It provides medium-scale and highly accurate data. |
| **self-serve platform** | Self-Serve Platform is a retail media advertising platform that enables marketing teams and agencies to have direct access to data, inventory, and more, allowing for greater control and clarity in advertising efforts. |

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| **shelf talkers** | An example of in-store retail media. Shelf Talkers are signs and blades clipped directly onto grocery store shelves next to the products they are advertising. They are also known as "aisle violators" and "shelf wobblers" |
| **shoppable content** | Media content that directly links to a product or service for immediate purchase. This could be within articles, social media posts, or videos. |
| **shopping trolley ads** | An example of in-store retail media. Advertisement panels that are placed in or on physical shopping trolleys or carts, in-store. |
| **showrooming** | The practice where customers visit a physical store to examine products before purchasing them online. |
| **sponsored brand** | An example of on-site retail media. Sponsored Brands are keyword or category-targeted ads that promote a brand alongside shopping results on a retailer site or marketplace. |
| **sponsored product ads** (also known as promoted products) | An example of on-site retail media. Sponsored Products ads are keyword- or product-targeted ads that promote individual listings and appear in shopping results and product detail pages on the retailer's site. |
| **stock keeping unit (sku)** | A unique identifier is assigned to each product variant, allowing accurate tracking and inventory management. |
| **supplier** | An organisation, often referred to as a brand that provides a product or service for sale via a retail partner or marketplace. |
| **targeted email** | An example of on-site retail media. Promotional email vehicles, such as weekly newsletters, seasonal campaigns, or personalised messages, containing ads, product features, and promo offers, targeting specific segments or individual occasions. |
| **web-rooming** | Webrooming refers to the behaviour of shoppers gathering product information online to decide which products to buy but then going to a physical store to make the purchase (a play on the term "showrooming") |

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