

2024

**australian retail
media measurement**
principles and guidance

iab.
australia



The Australian Retail Media Measurement Principles and Guide has been developed by the IAB Australia Retail Media Council

This resource leans heavily on the work carried out by IAB US, the MRC and IAB Europe

[IAB Europe Retail Media Measurement Standards](#)

[IAB US / MRC Retail Media Measurement Guidelines](#)

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01 | introduction

IAB Australia's Retail Media Council has developed this resource to support the rapidly evolving retail media sector. Rather than redevelop all measurement guidance from scratch, where possible local media and ad effectiveness resources as well as global retail media resources from a range of jurisdictions and industry bodies have been leveraged. In particular the retail media measurement guidelines from both IAB US and IAB Europe were fundamental when developing this document.

Retail Media, in the context of this document, refers to advertising and marketing activities that take place on platforms and properties owned by retailers and near the point of purchase. This includes advertising placements on retail websites, apps, in-store, and other retail channels. It is suggested that you use this document in tandem with the [Australian Retail Media Glossary of Terms](#) released in 2023.

While recognising that retail media activity encompasses both online and offline offerings, this guide focused on online metrics and measurement though some of the ways of measuring impact will be appropriate for both.

The Australian Retail Media Measurement Principles and Guidance has produced by the IAB Australia Retail Media Council for the following purposes:

- To provide an overview of measurement principles, metrics definitions and types of measurement solutions currently in the market.
- To provide information on current market practices and solution availability and will be updated as the industry evolves.
- As a collaborative industry resource that has been developed with the input from a diverse group of retail media stakeholders including retailers, brands, agencies and technology providers.
- A digital offerings focused document while where possible establishing how this measurement may fit into a holistic (online and offline) retail media plan

What this document isn't:

- A detailed guide to commercial offerings but an educational resource and a starting point for discussion with your retail media partners.

02 | measurement principles & framework

While noting that the retail media industry is still evolving, the following principles will help steer the development of measurement best practice and standards:

- a Transparency and consistency:** To maintain trust and credibility within the industry, it is essential to provide clear and comprehensive definitions and methodologies for each measurement aspect. This transparency ensures that stakeholders can easily understand and compare metrics. Consistency in applying these methodologies across different platforms, media types, and campaigns is also crucial in ensuring comparability and reducing discrepancies in measurement results.
- b Accuracy and reliability:** Retail media organisations must use robust measurement methodologies and technologies. These should be designed to minimise errors and biases, as well as account for factors that may affect measurement such as invalid traffic, viewability, extrapolation, and audience reach. Regularly reviewing and updating measurement techniques to adapt to the evolving media landscape is essential to maintain accuracy and reliability in the long term.
- c Shopper Centric:** Retail media strives to be shopper centric across all elements including measurement. Retail media, where possible, should aim to deliver on the unique measurement differentiators for the sector including product or SKU level attribution, closed loop reporting and other shopper centric metrics.
- d Privacy and security:** Retail media organisations must adhere to all applicable privacy regulations of the jurisdiction/s where they operate and safeguard users' personal information. Retail media organisations should employ best practices for data collection, storage, and processing to protect users' privacy and maintain the security of their data. This includes implementing encryption, access controls, and other necessary security measures.
- e Compliance with industry standards and best practices:** Retail media organisations can ensure that their measurement methodologies align with the expectations of advertisers, publishers, and other industry stakeholders. Compliance with these standards promotes a level playing field, enabling fair competition and fostering confidence in the validity of measurement outcomes.

media measurement framework

Although there will be different ad products, tech and data solutions for retail media, existing frameworks to identify factors that drive success in advertising investment as well as categories of metrics and measurement solutions have been used where appropriate to help align the industry.

In addition to factors related to individual product that is being promoted the following areas of influence should be considered:

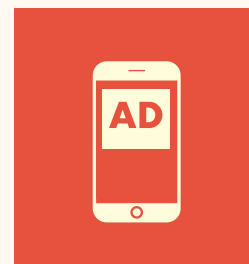
A range of factors influence how successful a campaign will be in achieving its objectives:



media channel



environment / context



ad format



data & audience targetting



timing



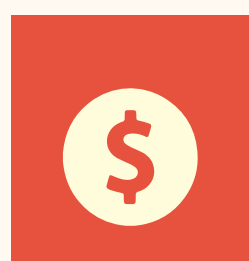
frequency



creative



**other activity
(client & category)**



cost

	MEDIA EFFECTIVENESS > IMPROVE DELIVERY	BRAND EFFECTIVENESS > IMPACT BRAND	SALES EFFECTIVENESS > INCREASE SALES
TECHNIQUES	<ul style="list-style-type: none"> ● Viewability ● Ad attention measurement ● Media verification ● Audience demographic verification ● Digital campaign delivery ● metrics Cross-media campaign reach & frequency 	<ul style="list-style-type: none"> ● Ad recall tracking ● Brand-lift ● Brand equity measurement 	<ul style="list-style-type: none"> ● Market Mix Modelling ● Path to conversion ● Sales-lift ● Customer lifetime value
MEASUREMENT	<p>The measurement of audiences reached by marketing communications and the understanding of how efficiently this is achieved. At its core it is the understanding whether valid impressions were served to humans and to what extent those impressions were viewable.</p> <p>There is increasing adoption of attention-based measurement to assess whether a person has seen an ad and for how long.</p>	<p>The measurement of how marketing communications create mental structures (associations, consumer perceptions of brand meaningfulness and uniqueness, etc.) that will pre-dispose potential customers to choose one brand over another (brand building) and how they impact brand recall that may influence choice of products for consumers already in the market (share of mind).</p>	<p>The measurement of how marketing communications affect or influence consumer behaviour in relation to purchasing.</p> <p>01 Long-term effects on brand business growth: impact on sales, profit, market share, penetration, loyalty and price sensitivity</p> <p>02 Short-term activation effects on shoppers: transactional or intermediate direct responses and conversions (like sign-ups, leads, immediate sales online and offline).</p>
METRICS	<ul style="list-style-type: none"> ● Impressions (viewable, fraudless, brand safe) ● Target reach and frequency (deduped across devices if relevant) ● Size of demographic audience group ● Attention time metrics 	<ul style="list-style-type: none"> ● Unaided & aided brand awareness ● Ad awareness ● Brand favourability ● Message association ● Purchase intent (brand consideration) ● Image attributes ● Brand equity 	<ul style="list-style-type: none"> ● Long-term - Sales penetration, Customer-lifetime value, Return on profit ● Short-term - Uplift in sales conversions and leads attributable to communications activity ● Incrementality/sales/penetration lift / Return on advertising spend (ROAS)

media measurement framework

Retail media campaigns can be understood under three key areas of goals and metrics as described provide the full picture of advertising effectiveness, a combination of tried and tested techniques and metrics, are likely to be needed to understand the holistic impact of all advertising investment. For example, delivery metrics demonstrate media planning success but should be used in combination with effectiveness metrics to show the impact the campaign had on marketing objectives once it reached the intended audience.

The greater restrictions and phasing out of device IDs and third-party cookies along with Australia's evolving privacy legislation presents fundamental but positive change for the digital advertising industry. The reduction in signals available is significantly impacting some marketing measurement, but provides the opportunity to re-think measurement frameworks to support core industry use cases, while balancing consumer privacy.

Some techniques in the framework above are unaffected by the deprecation of signals and will therefore continue with no disruption, however others are highly impacted. For example, amongst the sales effectiveness techniques, multi-touch attribution is significantly impacted, whereas Market Mix Modelling is not.

03 | media metrics & audience measurement

primary media metrics

Ad Impression

The IAB and Media Ratings Council (MRC) definition of an ad impression refers to an ad that has been successfully delivered to a user's device and has begun to render on the web page or app. This metric, however, does not necessarily mean that the ad was seen by the user. For example, the ad might have been loaded on a part of the web page that the user never scrolled to.

Click-Through

The IAB / MRC definition of "Click" or "Click-Through" is a user-initiated action on an advertisement, including directing to a Brand, Product, or Cart Page.

Viewability for Display and Video Ads

The recommended standard for established digital and video advertising channels is to report on viewability for on and off-site display ads as well as Video ads against the IAB / MRC standard:

- Display: At least 50% of the ad's pixels must be visible on the user's screen for a minimum of one continuous second
- Video: At least 50% of the ad's pixels must be visible on the screen for a minimum of two continuous seconds

Access the IAB / MRC Viewable Ad Impression Measurement Guidelines [here](#).

Retail Media measurement solutions are in development phase. Advertiser partners are encouraged to ask retailers what capabilities currently exist and their roadmaps for providing viewability measurement to the standards outlined above.

primary media metrics

Video Completion Rate

The IAB and Media Ratings Council (MRC) definition of an ad impression refers to an ad that has been successfully delivered to a user's device and has begun to render on the web page or app. This metric, however, does not necessarily mean that the ad was seen by the user. For example, the ad might have been loaded on a part of the web page that the user never scrolled to.

- Video completion rate calculates the percentage of video ads that are viewed to completion (i.e., played until the end). The formula is the total number of videos viewed to completion / total number of videos launched.

Viewability for Sponsored Products Ads

Viewability for sponsored product ads will be addressed in 12 months' time as this is typically sold on a CPC basis. It is worth noting that viewability will impact ROAS.

Sophisticated Invalid Traffic (SIVT)

Quality control, analysis, and filtration are paramount in identifying and addressing invalid activity, across media types. SIVT filtration, in accordance with MRC/IAB guidelines, should be adopted. Outcome measures that don't incorporate SIVT filtration can still be reported but should be properly labelled, reported separately, and include clear disclaimers. If a retailer is not in a position to report on SIVT filtration they should make that clear.

Access the MRC Invalid Traffic and Filtration Detection Guidelines [here](#).

attribution

Return on Ad Spend (ROAS)

Outcomes that can be attributed to a click (to a PDP or an Add to Cart) or viewable ad based on the standards set out in this document, associated with specific SKUs included within the creative or directly determined by the brand partner. Retailers should provide a differentiation between click-based and view-based ROAS in the reporting.

iROAS (Incremental ROAS)

ROAS determines the incremental impact of ad spend on sales, by measuring sales lift divided by the total advertising spend. It requires undertaking an AB test using an exposed vs non-exposed group. The exact methodology for the AB testing will vary by Retailer / Retail Media Network. IAB will explore harmonisation of these methodologies in future versions of the standards. In measuring incrementality retailers can consider deterministic and probabilistic data (more information on incrementality on [page 22](#))

Lookback Windows

A lookback window is the amount of time after which an ad is viewed or clicked that a conversion can be attributed to the ad. Commonly a window for post click will be longer than post view.

Brands may need flexible windows that fit their product needs and should be offered that flexibility for any set number of days, the most common options are 7, 14 and 30 days.

Where possible you should use the same lookback windows across all your paid media activity. It is recommended you talk to any vendors in relation to their reporting defaults and options. For example, an FMCG brand might request 7 days and a consumer electronics brand 30 days

SKU and Halo Attribution

Same SKU (parent SKU) ad attribution should be provided any retail ad units where possible. For example, if a shirt was clicked on, all size and colour variations of that shirt should be included in the Same SKU attribution.

Halo attribution can be provided for all formats. The standard definition for Halo is: Same Brand, Same Category (Category as defined by the retailer catalogue). In future iterations of the standards, brands should be able to determine their own definition of Halo with the retailer in an automated way.

attribution

Sales Extrapolation

Extrapolation can be defined as a set of rules used to estimate the impact of media on nonidentified users or behaviours by leveraging the media impact of a set (or all) identified users. Retailers should disclose the following: Which metrics the extrapolation is done through. For example, a retailer could assume that sales per impression are the same for non-identified users as identified users.

New to Brand/Repeat Shoppers

A shopper who has not purchased any products from specified brands within a defined time frame is “New to Brand”. Inversely, if they have purchased within the below time frames, they can be considered “Repeat Brand Shoppers”. The time frame will vary per product purchase cycle. IAB will aim to standardise product categories in the next version of the standards. Three timeframes will be adopted and categories will be further defined:

Regularly purchased (e.g. shampoo, banana, nappies, milk..)	6 weeks
Semi-Regular purchased (e.g. jeans, mascara, cartridges..)	26 weeks
Infrequent (e.g. TVs, vacuum, winter coat, sofa)	12 months

Sales Uplift

Sales Uplift determines overall Sales lift for a brand during a set amount of time by undertaking an AB test using an exposed vs non-exposed group. The exact methodology for the AB test will vary by Retailer / Retail Media Network. IAB will explore harmonisation of these methodologies in future versions of the standards.

Sales Value

Sales Value can be defined as the growth or decline of the number of customers, spend per customer, or the combination of both.

audience measurement

Audience measurement in Retail Media is the process of collecting, analysing, and reporting on data about the consumers who see and engage with advertising. The goal of audience measurement is to provide advertisers with a comprehensive understanding of who their advertising is reaching, how those consumers are engaging with it, and ultimately -- the impact to their business. They can use this data to smartly inform optimisation, strategy, and justification of their investments. In Retail Media measurement, there are several key audience segments that are commonly analysed:

- 1. Demographic Segments:** Age, Gender, Household Income, Household Composition (e.g. families, singles, etc.). Methodology: Collecting first-party data from the retail platform on user registration details, third-party data enrichment, and matching to household-level data.
- 2. Behavioral Segments:** Purchase History, Shopping Frequency, Brand Loyalty, Product/Category Interests, Lifestyle Segments. Methodology: Tracking user activity and purchase behavior on the retail platform, both online and in-store and inferring user interests and lifestyles from their browsing behavior, purchase history, and other digital signals.
- 3. Geographic Segments:** Location e.g. postcode, city, state, metro/non-metro etc.), Methodologies can include mapping user location data from retail platform, device location services, and other sources.

The key to effective audience measurement is being able to combine data from multiple sources -- the retail platform's first-party data, third-party data enrichment, and cross-channel tracking capabilities. This allows retailers to see a comprehensive, actionable view of their audience. Robust data governance, identity resolution, and analytics capabilities are all important to turn these diverse data sources into meaningful, actionable audience insights.

The audience metrics outlined in Section 3 should be leveraged when evaluating the audience segment performance (e.g., impressions/reach, engagement/click thru rate, video completion, Attribution/ROAS). Understanding ad performance by audience segment means that advertisers are able to:

- 1.** Assess the scale and quality of the audience exposure,
- 2.** Identify the most responsive audience segments,
- 3.** Optimise targeting, messaging, and creative to improve performance,
- 4.** Demonstrate the return on their Retail Media investments.

04 | data collection, transparency, processing & quality control

- **Data capture, accumulation, and processing methods:** Retail media organisations must employ a comprehensive and consistent approach to data capture, accumulation, and processing. Data capture will vary by retailer and in some areas will be in development. Relevant metrics can include impressions, clicks, viewability, and outcomes. Accumulation involves aggregating data from various data sources. Primarily retailers aggregate transactional data, loyalty data, and behavioral onsite/in-store data. Secondary data sources may include ad servers, publishers, and third-party measurement providers, mainly seen in retail media offsite activations. Methods must be designed to handle data efficiently, ensuring accurate results and minimising the potential for errors or discrepancies.
- **Data transparency and quality assurance:** Retail media organisations must implement robust quality assurance practices to maintain data integrity and accuracy. This includes transparency in relation to data sources, validating data, routinely checking for inconsistencies, and applying techniques such as data cleansing and outlier detection. Quality assurance measures should also address issues related to invalid traffic (IVT) to maintain the credibility of measurement results.
- **Data validation and verification:** To ensure the accuracy and reliability of collected data, retail media organisations should employ validation and verification techniques. Validation involves comparing collected data with established benchmarks or known standards, while verification typically involves cross-checking data with independent sources. By performing these checks, retail media organisations can identify potential errors or inconsistencies, allowing them to take corrective action as needed.
- **Data storage and retention:** Retail media organisations must implement secure and compliant data storage practices, adhering to all applicable regulations and industry standards. This includes encrypting sensitive data, controlling access to stored data, and maintaining secure backups. Additionally, retail media organisations should establish clear data retention policies that dictate how long data is stored and ensure compliance with privacy regulations. They should also convey these policies to data consumers and minimise the risk of data breaches.

data collection & processing

- Employ a unified approach to capture, aggregate, and process data, ensuring accuracy and minimising bias across diverse data sources.
- Conduct regular and robust data quality assurance practices including source validation, consistency checks, and data cleaning.
- Establish secure and compliant data storage practices and clear data retention policies.

data transparency & sourcing

- Ensure there is transparency around how data, particularly any enhancement or non 1st party data is sourced as well as consent compliance.

data quality checks & monitoring

- Ensure data accuracy, consistency, and completeness via calibrated tools, standardised data collection and measurement methodologies, and integration of data from multiple sources.
- Filter out invalid traffic (e.g., bots) and duplicates; maintain and update list of filters by subscribing to IAB/ABCs Spiders & Bots List.
- Implement robust data processing and quality control procedures via data cleansing, filtering, validating, and monitoring.
- Regularly audit data quality review processes through independent third-party reviews to ensure adherence to quality standards.
- Include error rates and confidence intervals in data reporting



05 | measuring incrementality & impact

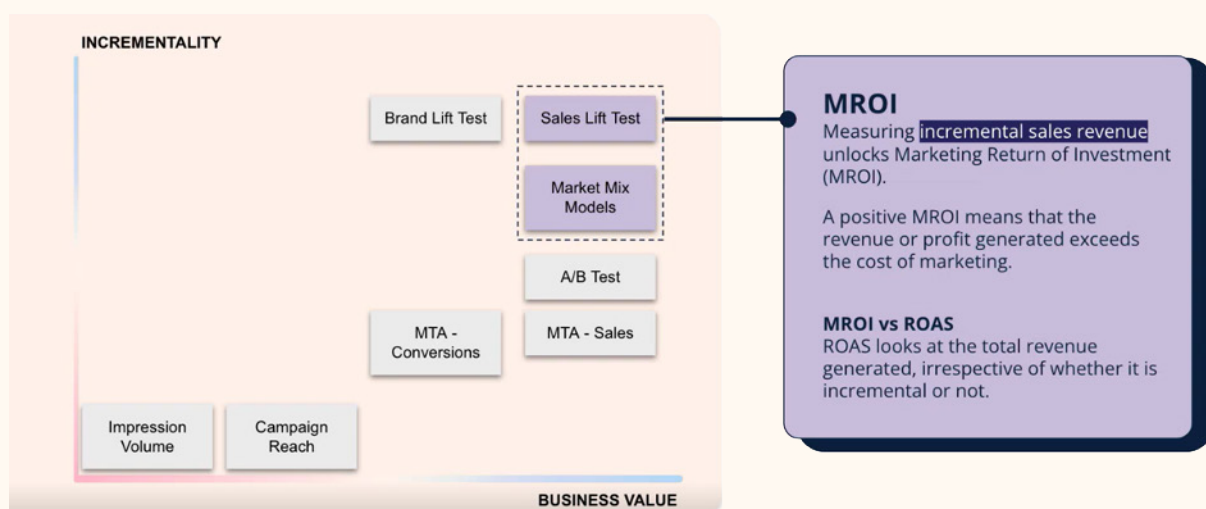


Incrementality measures the true value created by any business strategy, determined by isolating and measuring related results, independent of other potential business factors. In other words, incrementality is the potential causal impact of marketing. Specifically, for retail media organisations, it represents the causal impact of marketing and is often linked to outcomes like sales or attributed to more traditional media metrics like reach and engagement.

To measure incrementality, various methodologies are employed. These techniques leverage estimations of baseline sales to calculate incrementality. On the other hand, scientific experiments such as random control trials (RCTs) aim to measure the actual incrementality of outcomes by randomly dividing a sample into those who were exposed and those who were not exposed to a marketing activation.

Experimental design forms the foundation of any incrementality test. A proper design typically involves creating a test group that receives a specific treatment (like seeing an ad) and a control group that does not. The impact of the treatment is then estimated by comparing outcomes between the two groups.

incrementality



Source: Mutinex

methodologies to measure incrementality

Randomised controlled trials (RCTs)

Data modeling in RCTs typically involves statistical techniques to compare the two groups and understand the effectiveness of the intervention. Ensure you have a randomised control and the results are significant.

Synthetic controls

One methodology for calculating the lift from a campaign (or parts of a campaign) is to create a control group after the campaign has ended. The retailer can leverage first-party data to create a group of consumers who have not been exposed to the campaign but are otherwise similar in their profile. Once this group has been created, the difference in sales pre/post campaign for each group can be used to calculate lift.

Two things are required to make this work :

- a** persistent identity
- b** the ability to ensure the control group closely matches the test group and not just anyone who was not exposed to the test ad

Matched-market tests in retail media

Matched-market tests are a method used to measure incrementality for retail media campaigns , most common with in-store media. In these tests, two similar markets are selected—one where the marketing campaign is run (test market), and one where it's not (control market). The goal is to observe the incremental impact of the marketing campaign in the test market compared to the control market.

Incremental lift studies

Incremental lift studies measure the increase (or "lift") in a specific outcome metric caused by an ad or a campaign. This method can directly quantify the immediate impact of advertising efforts.

The design and implementation of lift studies require careful consideration to minimise bias and account for potential confounding factors. Best practice involves one-to-one matching between test and control consumers/households (not just groups), with matching based on like attributes (geography, behavior, etc.) to most effectively isolate the impact of the ad exposure/click.

data types for measuring incrementality

In measuring incrementality, the type of data you leverage significantly impacts your results. It's advisable to consider deterministic, probabilistic, and synthetic data or a combination. Ideally, there is a direct connection between the user that was exposed to media and the user that took an action (clicked, added to cart, purchased item in-store/online/BOPIS). If the ability to connect the impression to the outcome is not possible or has limitations, retailers must disclose the assumptions, techniques and extrapolation methodologies used to tie media to outcomes.

- **Deterministic Data:** This involves leveraging precise data points directly connected to individual users, often collected through mechanisms such as login data, user IDs, or loyalty program participation. It's highly accurate, making it ideal for measuring incrementality, especially in single-channel assessments where you're isolating the impacts of specific user actions. Despite being collected on an individual level, this data is only ever looked at in aggregate to ensure privacy and compliance.
- **Probabilistic Data:** Probabilistic data involves using statistical techniques to predict user behavior based on available data points. This becomes useful in multi-platform incrementality where it may not be feasible to track every user action across different platforms deterministically.
- **Synthetic Data:** Synthetic data is created by AI models trained on real world data samples. The algorithms learn the patterns, correlations and statistical properties of the sample data and once trained, the generator can create statistically identical, synthetic data. The synthetic data looks and feels the same as the original data the algorithms were trained on. Synthetic data can be useful from both a privacy and cost perspective.

data sources

Data sources that can be used include:

- Media Spend Data
- Sales Data
- Competitor Data
- Category Share Data
- Market Conditions
- Consumer Attitudinal Data
- Digital Campaign data

06 | reporting & transparency

transparent reporting

Transparency is paramount in measurement practices. Providers should clearly outline their methodologies and partners involved (where applicable), disclose limitations or biases known to the measurement organisation that may exert a significant effect on the findings shown in the report, and define key metrics, if different than standard. They must also clarify how any non-viewable and/or non-measured impressions are reported or influence outcomes measures.

Retailers should provide relevant data that allows advertisers to understand ad performance and gain insight to optimise future campaigns.

data privacy & transparency

Privacy regulations are strict requirements that must be adhered to when designing outcomes measurement methodologies. The MRC Standards do not provide reasons or permission to deviate from privacy requirements. Outcomes measured should comply with applicable privacy regulations, ensure proper permissions and clear privacy policies, and acknowledge that certain data fields may need to be excluded or anonymised to meet privacy requirements.

- **Adherence to Privacy Regulations:** Privacy regulations should not be viewed as barriers to overcome but as essential requirements. Measurement organisations must fully comply with applicable privacy regulations when designing outcomes measurement methodologies.
- **Privacy Policy Clarity:** Measurement organisations should clearly state in their privacy policies the reasons for collecting information and how it may be used and shared. Proper permissions and access rights should be obtained, and privacy policies should be easily accessible and understandable for users.

07 | checklists & considerations

what retailers need to do

Have a roadmap and plans for implementing viewability tracking for ads served onsite as well as offsite. This includes adding necessary pixels, tags, and code for viewability vendors.

Measure viewability consistently across devices and platforms where possible and have a roadmap for future availability. Apply specific click qualifiers for desktop and mobile, recognising the higher likelihood of accidental clicks as on mobile browsers and apps.

Use frameworks like IAB/ABC's Spiders & Bots List to filter out invalid traffic (IVT).

Conduct periodic audits and calibrate measurement tools to maintain data quality and accuracy.

Provide robust disclosure on methodologies used for measurement, data adjustment, or modeling.

Maintain transparency regarding measurement partners, data sources, and attribution models used.

Report online and in-store sales/outcomes separately.

Adhere to privacy regulations and data protection best practices. Anonymise, aggregate, or mask data as required.

what brands should ask

The guidelines enable brands advertising on retail media platforms to advocate for transparency, consistency, and accuracy. Some questions for brands to discuss with their retail media partners:

What are your plans for providing viewability metrics? How are you currently or intending to measure viewability?

How do you track online vs. offline sales? How do you attribute sales to different marketing touchpoints, and what sales do you count?

How do you model attribution for unknown data? What are the data assumptions and how are you minimising data bias?

For in-store media, how are proximity and viewability measured?

How are you adhering to privacy regulations and protecting consumer data?

why agencies should care

For agencies managing investment across retail media platforms, the guidelines enable stronger governance for this channel. Requirements for agencies:

Guide brands toward requiring transparency from retailers as per the IAB/MRC Guidelines.

Conduct audits and assessments of retail media partners on behalf of brands.

Highlight viewability and invalid traffic (IVT) filtration as necessary capabilities when evaluating partners.

Analyse retail media performance data with skepticism; clarify uncertainties in measurement and modeling.

Provide independent perspective on attribution models and sales impact claimed by retailers.

Ensure retailers' adherence to data transparency, privacy, and security requirements.

Agencies play a key advocacy role for brands in what remains a nascent, complex channel. With their breadth of media expertise and client rosters, they can help elevate standards across retail media networks based on the IAB/MRC Guidelines.

08 | documents & resources

international reference documents

[ISBA Responsible Retail Media Framework](#)

[IAB Europe Retail Media Measurement Standards](#)

[IAB US / MRC Retail Media Measurement Guidelines](#)

other iab australia retail media resources

[Retail Media Glossary of Terms](#)

[Foundations of Retail Media E-Learning](#)

