

2026

commerce and retail media glossary

2026 update

01	Foundational Concepts & Ecosystem	pg-
02	On-Site Ad Formats & Placements	pg-
03	In-Store Ad Formats & Placements	pg-
04	Offline & Traditional Ad Formats	pg-
05	Endemic Classification	pg-
06	Audience, Data & Targeting.....	pg-
07	Measurement, Attribution & Performance Metric	pg-
08	Exposure & Impression Metrics.....	pg-
09	Shopper Behaviour & Journey.....	pg-
10	Product, Catalogue & Technology	pg-
11	Commercial Models & Marketing Strategy	pg-



Compiled by the IAB Australia Commerce and Retail Media Council (2026), drawing on IAB Australia (2023), the IAB Europe Retail Media Glossary, and the IAB Europe/US In-Store Retail Media Standards (December 2024).

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How this Glossary is Organised

Terms have been grouped into 11 categories based on where they sit in the retail media ecosystem, for example, whether a term describes an ad format, a measurement metric, or a data/targeting concept rather than listed as one single A–Z list. Within each category, terms are ordered alphabetically. Use the contents below to jump straight to a category, or the [← back to contents](#) link at the bottom of each page to return here.

01 | Foundational Concepts & Ecosystem

Commerce & Retail Media / Commerce Media Network (CMN)

Commerce Media Networks, which include Retail Media Networks, allow brands to address consumers and shoppers with products and services throughout their buying journey, both on and off owned platforms. They use commerce and retail data for planning, execution and measurement. Examples include retailers in grocery, beauty, electronics, and non-retail players such as travel, payment providers and food delivery.

Commerce Media

Sometimes used in discussions around retail media. A broader term that variously suggests parties beyond retailers can be involved typically via parties data sharing. Also refers to companies that are not strictly retailers setting up retail media equivalents (e.g. a bank or energy company).

Connected Media

Traditional media which is connected digitally to the wider media landscape and therefore can be connected to the retail media ecosystem, be it connected TV or connected in-store displays.

Contextual Commerce

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

Creator Commerce

A commerce media approach that uses creator-led content within shoppable onsite or offsite placements to influence product discovery, consideration and purchase, often supported by retailer audience data for targeting and measurement.

Demand-Side Retail Media (DSRM)

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.

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 or static (print or physical) assets.

01 | Foundational Concepts & Ecosystem

Managed Service	A retail media arrangement in which the retailer's own team plans and runs campaigns on brands' behalf, offering a more hands-on service that typically costs more and scales less easily than self-serve options.
Monetisation / Media Monetisation	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 touchpoints.
Off-Site / Off-Network / Off-Platform Retail Media	Advertising delivered outside a retailer or CMN's owned digital properties. Retailer first-party data is overlaid on third-party inventory such as display, video, CTV, DOOH, digital audio, and in generative AI chat platforms, to target audiences and provide measurement beyond the retailer's platform.
Omnichannel Retail	The practice of creating a seamless shopping experience for customers across all channels, including online, in-store, and mobile. 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 touchpoints across three retail media channel groups: onsite, offsite and in-store.
On-Site / On-Network / On-Platform Retail Media	Advertising delivered outside a retailer or CMN's owned digital properties. Retailer first-party data is overlaid on third-party inventory such as display, video, social, CTV, DOOH, digital audio, and in generative AI chat platforms, to target audiences and provide measurement beyond the retailer's platform.
Programmatic Retail Media	The automated buying and selling of retail media inventory using technology platforms, often integrating retailer data with DSPs and SSPs.
Retail Media	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. First-party data enables highly targeted advertising campaigns that raise brand awareness, boost sales, and foster customer loyalty.

01 | Foundational Concepts & Ecosystem

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)

The entity 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, off-site retail data, and email marketing channels, where advertisements can be placed.

Retail Media Platform (RMP)

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.

Self-Serve Platform

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.

Supply-Side Retail Media (SSRM)

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.

02 | On-Site Ad Formats & Placements

Digital Coupons

Electronic vouchers or discounts that can be redeemed when making online purchases.

Digital On-Site Sponsored Ads / Product 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.

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 retailer's search results.

Product Search

An example of on-site retail media. Involves sponsored-search ads and premium product placement on a retailer's e-commerce site using proprietary consumer data, including history, preferences, and demographics.

Sponsored Brand

An example of on-site retail media. Keyword or category-targeted ads that promote a brand alongside shopping results on a retailer site or marketplace.

Sponsored Product Ads

An example of on-site retail media. Keyword- or product-targeted ads that promote individual listings and appear in shopping results and product detail pages on the retailer's site. Also known as promoted products.

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.

03 | In-Store Ad Formats & Placements

At-Shelf Coupons

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

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.

Floor Decals

A form of in-store retail media. Large vinyl stickers in the form of advertisement signs installed on the floor at various locations throughout the store.

In-Store Audio

Includes radio ads or ads included within store announcements.

In-Store Connected Shopping

Includes hand scanners, app-assisted shopping, smart carts and receipts.

In-Store Digital Displays

Includes screens, end caps, shelf talkers, POP displays, LED wallpaper, hanging signs, interactive displays, promotional banners, in-store kiosks, smart fridges and checkout screens.

In-Store Displays

An example of in-store retail media. Non-digital, temporary merchandising displays placed in different locations throughout the store, such as endcaps, front-gondola ends, in-aisle and action alley placements, and Front of Store (FOS), to showcase products and attract shoppers' attention. Also known as an Off-Location Display, a display positioned away from a product's standard shelf location to drive purchase and attention.

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, aerial banners, archways, over checkout lines, and special sections of the store such as the deli, seafood, and pharmacy.

03 | In-Store Ad Formats & Placements

Point-of-Sale (POS) Ads

Typically refers to the physical location where a sale takes place, often the checkout area in retail stores. Advertisements can be strategically placed here to encourage more purchases at checkout.

Proximity OOH (incl. DOOH)

Out-of-home or outdoor ad spaces that are in or around a store or shopping centre.

Receipt Ads

An example of in-store retail media. Product and service advertisements printed on the back of the thermal-printer receipt tape.

Screen Networks

A collection of connected digital screens that are placed throughout a retailer's 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. Screens could be placed within the car park, foyer, aisle, checkout and post-checkout areas.

Shelf Talkers

An example of in-store retail media. Signs and blades clipped directly onto grocery store shelves next to the products they are advertising. Also known as 'aisle violators' and 'shelf wobblers'.

Shelf-Edge Ads

An example of in-store media. Promoted products are placed right at the point of sale to drive conversion. Attached to the shelf where the products can be bought, they can vary in content and format, promotions, coupons, recipes, competitions. Historically print media, digital versions are becoming more prevalent.

Shopping Trolley Ads

An example of in-store retail media. Advertisement panels placed in or on physical shopping trolleys or carts, in-store.

04 | Offline & Traditional Ad Formats

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.
Catalogue / Sales Catalogue	A regular booklet containing special deals and featured products that are distributed in stores or delivered by mail or newspaper inserts to consumers' homes.
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.
Direct Mail	Physical promotional materials sent to customers' addresses, often through postal services.
Livestream Shopping	The retail media network hosts live sponsored shopping events on digital platforms, or has partnerships available to stage them.
Out-of-Home (OOH)	A type of above-the-line advertising that consumers experience outside of their homes. Common examples include billboards and 6 sheets.
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.
Shoppable Media	Enabled by dynamic creative and technology that allow e-commerce basket building and/or checkout directly in the ad unit.

05 | Endemic Classification

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 it integrates into their overall shopping experience.

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. For example, a home contents insurance advertisement in a furniture store. Not currently a standard use term in the Australian market.

Non-Endemic Advertising / Non- Endemic Brands

A brand that does not sell its products through a specific retailer or Commerce Media Network (CMN), but leverages the retailer's media network to reach and engage its highly relevant audience.

06 | Audience, Data & Targeting

Addressable Audience	An audience that can be addressed in real-time with targeted messages, be it on-site, off-site, or in-store.
Aggregated Market Data	A shared repository of commerce/retail-related data for insights and analysis, benefiting multiple retailers.
Behavioural Targeting	The ability to target advertising based on a shopper's observed behaviours, such as browsing, searching or other shopping activity on a retailer's digital properties.
Clean Room	A secure, cloud-based, privacy-safe environment that allows one or multiple companies to collaborate and analyse shared data, without any party accessing or exposing the other's raw customer information. Clean rooms are one of the foundations for off-site retail media.
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.
Competitive Conquesting	Targeting shoppers who have shown purchase, browsing or intent signals related to competitor brands or products.
Contextual Targeting	The placement of advertising within relevant site locations, content environments or shopping contexts, rather than solely based on individual audience data.
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.

06 | Audience, Data & Targeting

Customer Relevance Score	A metric measuring how closely a campaign or ad aligns with the interests and needs of the target audience. Used to build target audiences.
Customer Targeting	The act of reaching out to a portion of your customer list to re-engage them and drive sales.
First-Party Data	Data that brands, publishers and retailers collect about their users from their own sources (e.g. websites, smartphone apps, customer surveys, CRM databases).
Geotargeting	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 touchpoints to build a cohesive, single view of individual customers, enabling marketers to deliver personalised, contextually relevant messaging throughout the customer journey. A key component enabling closed-loop measurement.
In-Market Audience	People who are likely in the market to purchase a given product or service. See also Commerce Intent.
Long-Loop Data	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 offline, how often they have visited a retailer's website, and what they have searched for online.
Point-of-Sale Data	Transaction data collected at the point of sale, providing insights into customer behaviour and preferences.
Predictive Audiences	Targeting specific audience segments based on predictive models that forecast user behaviour.
Real-Time Targeting	A way for advertisers to deliver personalised messages within milliseconds to the right audience at the right time.

06 | Audience, Data & Targeting

Second-Party Data

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. For example, a brand sharing its own loyalty data with a retailer.

Third-Party Data

Data collected by an entity such as a data aggregator or ad network from users of a website or service it does not own or control. Third-party data products are often aggregated across multiple such unaffiliated sources.

07 | Measurement, Attribution & Performance Metrics

Advertising Cost of Sales (ACoS)

A metric that measures the ad spend generated by advertising in relation to the overall sales value. Calculated by dividing the ad spend by the sales value and converting to a percentage.

Attribution

The process of evaluating and assigning credit to the marketing touchpoints 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.

Availability Rate

The percentage of time a product is available for purchase during a campaign period.

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.

Baseline Sales

Expected sales without media support, used as the comparator against which incrementality is measured.

07 | Measurement, Attribution & Performance Metrics

Blended ROAS

A metric that measures the combined performance of all advertising channels together, rather than a single campaign or platform. Calculated by dividing total revenue by total ad spend across every channel, including organic activity.

Brand Variance

Measures the delta of sales of the brand, presumed driven by media, using methods such as panels and surveys. This behaviour-based method analyses how subgroups of individuals behave, and uses those observations to make general conclusions about the store population.

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.

Halo Effect / Halo Impact (Sales)

The indirect, incremental sales impact of advertising on related products or the broader brand or category portfolio, beyond the specific product advertised, for example, sales lift on non-advertised SKUs within the same brand (Same Brand, Same Category).

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.

Incremental Sales / Sales Incrementality / Incremental Uplift

Sales attributable to advertising that would not otherwise have occurred, providing a measure of the true impact of media on sales. Incrementality is typically determined by comparing exposed or test groups against control or baseline groups, while accounting for other variables that may influence purchase.

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.

07 | Measurement, Attribution & Performance Metrics

iROAS	Return on ad spend calculated using only incremental sales, rather than total attributed revenue.
Look-Back Window	The period of time after an ad is clicked or viewed within which a conversion can be attributed, or matched, to the ad.
Media Mix Modelling (MMM)	The ability to gauge the unique impact of each specific tactic within a campaign through multi-touch attribution, mixed modelling, or predictive analysis, either in-flight or post-event.
New to Brand	A shopper who has not purchased any products from specified brands pre-campaign and subsequently purchased during or post campaign. Inversely, a shopper who purchased pre-campaign and purchased during or post campaign can be considered a Repeat Brand Shopper.
New to Category	A shopper who has not purchased any products from specified categories pre-campaign and subsequently purchased during or post campaign. Inversely, a shopper who purchased pre-campaign and purchased during or post campaign can be considered a Repeat Category Shopper.
Online / Offline Sales Conversion	Total offline or in-store sales value generated from exposed users over the campaign duration plus attribution window.
Return on Ad Spend (ROAS)	A metric that measures the sales value generated for every unit of currency spent on advertising. Calculated by dividing the sales value by the ad spend.
Return on Investment (ROI)	A metric used to measure profitability and assess the performance of an ad investment. Expressed as a percentage and calculated by dividing an investment's net profit (or loss) by its initial cost.
Sales Extrapolation	A set of rules used to estimate the impact of media on non-identified users (e.g. through loyalty cards) by leveraging the media impact of a set (or all) identified users. Retailers should disclose which metrics the extrapolation is done through.

07 | Measurement, Attribution & Performance Metrics

Sales Lift / Brand Sales Lift

Sales Lift reports on the product advertised; Brand Sales Lift reports on the total brand (same category). This measurement should exclude any stores where the media is not activated. The standard definition for Halo is: Same Brand, Same Category (Category as defined by the retailer catalogue).

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 incrementally typical via retail media networks.

Sales Variance

Measures the delta of sales of the featured product or brand, presumed driven by media, using methods such as before and after testing. Compares sales before, during, and after a campaign. This method should be used only when Incremental Sales studies are not possible.

08 | Exposure & Impression Metrics

Ad Loop Duration

The number of seconds required to view all of the ads in a rotation or Loop. This applies to situations in which an ad rotation or a Loop exists.

Ad Play

The number of times an ad is displayed or rendered on a particular format.

Ad Segment

The portion of the Loop, or some other defined period of time, containing advertising content. The Ad Segment can contain one or more Ad Units and is also referred to as a commercial pod.

Ad Unit / Ad Unit Length

A piece of creative content designed to deliver a message intended for an advertiser's existing or prospective shopper base. Ad Unit Length is the duration of the Ad Unit as applicable to video and audio.

Audio Exposure Zone

An area in which the audio can be heard though there is no assurance as to whether the audio is audible.

08 | Exposure & Impression Metrics

Display Exposure Zone	An area in which exposure to the video can be determined, and there is no assurance as to whether the ad can be seen. Also referred to as the Visual Exposure Zone.
Dwell Time	The time spent within view of the advertising display, indicating the opportunity to engage. Retailers should provide aggregate or average time as well as a distance matrix of viewability by zones for transparency.
Gross Impression	The number of individuals over a period of time where presence in the defined Display Exposure Zone exists while the Display is functional. This metric does not necessarily mean that the ad was seen. Ad impression = audience × ad play.
In-Store Traffic	The number of measurable shoppers in-store, located at various zones (total store, entrance, near screens, shelves, aisles, check-out).
Loop	Segments of content and advertising programmed to a specific length that repeats on standard intervals. Example: A six-minute Loop that contains 11-15 second ad positions along with editorial content.
LTS Impressions (Likelihood-To-See)	A further refinement of Viewable Impressions whereby an adjustment is applied to account for the likelihood individuals noticed or saw the content or advert on the display. Likelihood to see is determined using sensor/analytic technology.
Opportunity To See (OTS)	Single opportunity to view an advert. The number of people who could pass by an in-store activation (or in the case of in-store radio, who could hear it). The word 'opportunity' is key, it isn't that the individuals saw the advert but that by entering a store they had an opportunity to see the advert.

09 | Shopper Behaviour & Journey

Consumer / Customer / Shopper Journey

The entire experience a customer has while communicating with a brand. It considers the complete interaction roadmap from brand discovery to purchasing and beyond.

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.

Purchase Cycle / Interpurchase Interval (IPI)

The average time between consecutive purchases of a product or category by a shopper, used to understand purchase frequency and replenishment behaviour.

Research Online Buy In-Store (ROBIS / ROSI / ROPO)

All these variations refer to the concept where shoppers research brands, offers, and products online before making an in-store purchase.

Showrooming

The practice where customers visit a physical store to examine products before purchasing them online.

Web-Rooming

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').

10 | Product, Catalogue & Technology

Brand Page	A centralised online destination where a brand lists its products on a retailer site or marketplace.
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.
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.
Digital Shelf Share	Share of visibility a brand's products achieve across search results, category pages, and product detail pages.
Dynamic Creative Optimisation (DCO)	The use of data and technology to automatically tailor or personalise creative assets across media placements.
Marketplaces	A digital platform that serves as an intermediary between vendors and consumers, facilitating the online sale of goods and services.
Out-of-Stock Suppression	The practice of limiting or removing advertising for a product when it is unavailable, to avoid promoting out-of-stock items.
Product 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.
Product Feed Management	The administering and optimising of product feeds to enhance the performance of online advertising campaigns.
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.

10 | Product, Catalogue & Technology

Product Recommendations	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.
Stock Keeping Unit (SKU)	A unique identifier 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.

11 | Commercial Models & Marketing Strategy

Co-op Budget	Refers to the money that manufacturers or suppliers spend on advertising and promotional activities in partnership with retailers. Can include in-store displays, coupons, and other promotions. Also referred to as trade spend.
Co-operative Marketing / Co-op Marketing	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.
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.
Shopper Marketing	An overarching term to describe a marketing discipline that leverages behavioural insights to influence consumer purchasing decisions at critical points in their customer journey. Focuses on the experiences that influence customers to buy something, as opposed to driving brand recognition like traditional marketing.
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 and encompasses both offline and online channels, with retail media being a typical channel of online trade marketing.



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