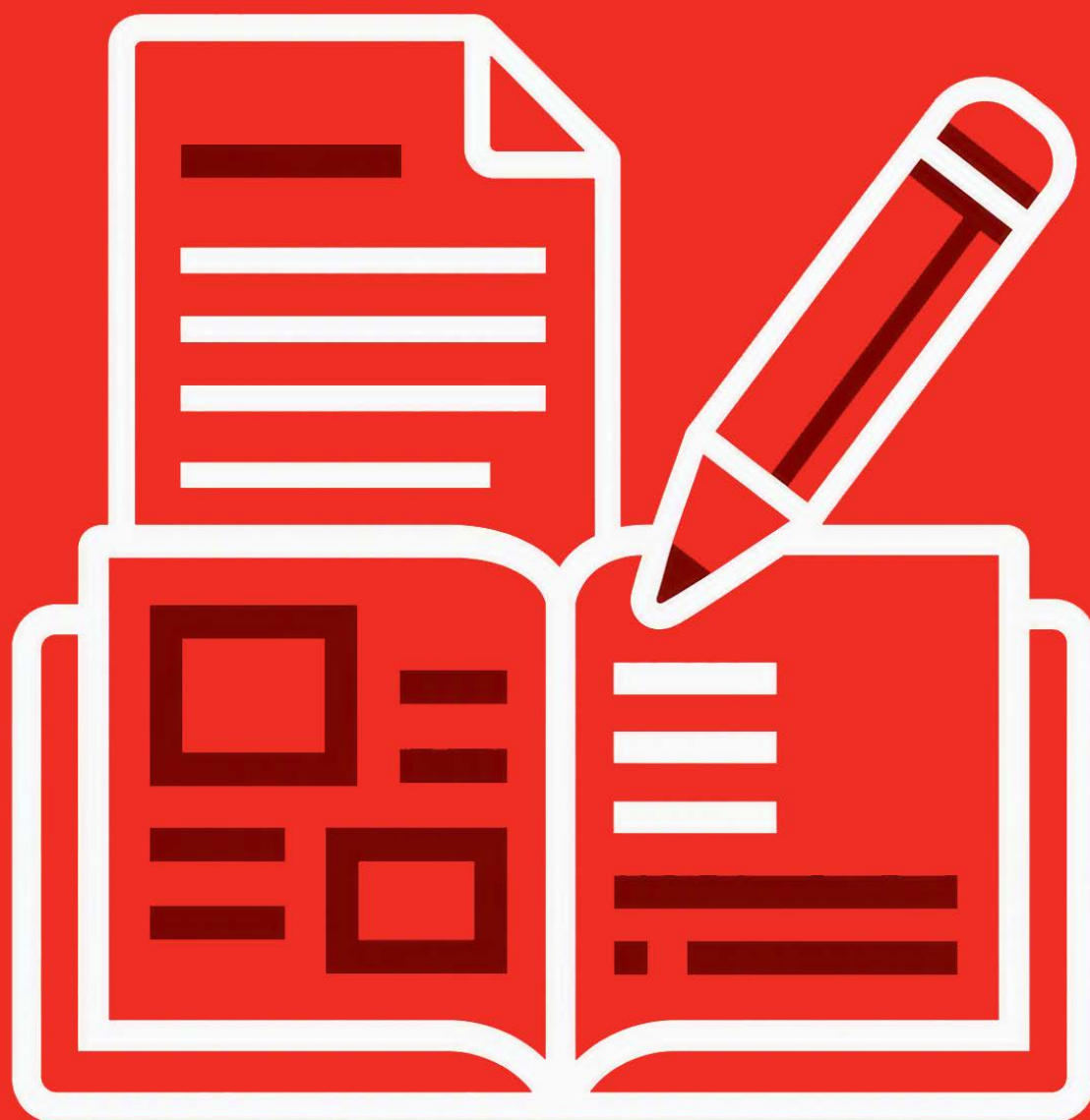




IAB SOUTH AFRICA'S RETAIL MEDIA GLOSSARY

SA RETAIL MEDIA GLOSSARY

Term

Definition

Addressable audience

The group of shoppers a retailer or platform can actively reach through media, CRM or targeting tools, based on available identifiers and consent.

Advertising cost of sales (ACOS)

A sponsored-search efficiency metric calculated as ad spend divided by attributed sales. ACOS is expressed as the percentage of sales spent on advertising. A lower ACOS means the campaign generated more sales for each rand spent.

Aggregated market data

Combined retail or commerce data used to understand category, brand, shopper or sales trends across a market or defined retailer set.

At-home sampling

Delivery of a free product sample to a shopper's home, often linked to a retail order, product trial or later purchase measurement.

Attributes

Characteristics used to describe a shopper, product, order or audience segment, such as category bought, location, pack size or purchase frequency.

Attribution

The process of assigning credit to the media touchpoints that may have influenced a shopper action or sale.

Average cart/basket size

The average value of an order or basket during a campaign period. It is usually calculated as sales revenue divided by orders.

Brand page

A retailer or marketplace page where a brand can group its products, storytelling, offers and shoppable links in one destination.

catalogue / sales catalogue

A retail promotional communication showing featured products, specials or offers for a defined period, either printed or digital.

Category share

The proportion of category sales, orders or units represented by a brand or product set within a retailer, platform or market.

Closed-loop measurement

Measurement that connects media exposure or engagement to a later purchase, ideally at shopper, order, SKU or store level where data allows.

Commerce & retail media

Retail media is advertising bought through a retailer, marketplace or commerce platform using shopping context, inventory or retailer shopper data to influence purchases.

Commerce data

Data linked to shopping behaviour, such as searches, product views, baskets, orders, units sold or loyalty activity.

Commerce intent

Signals that show a shopper is likely to buy, such as a search query, product view, add-to-cart, repeat purchase or category browse.

Connected media

Media that links a non-retail or offline touchpoint to a digital retail journey, such as through a trackable link, QR code or shoppable destination.

Consumer journey or customer journey or shopper journey

The steps a shopper takes from awareness and consideration through to purchase, repeat purchase and loyalty.

Custom audience

A defined audience segment built from approved shopper, campaign, CRM or platform data for a specific campaign purpose.

Term

Customer targeting

Digital catalogue

Digital coupons

Digital shelf

First to basket

First-party data

Full funnel marketing

Geotargeting

Identity data & resolution

In-store digital screens

In-store retail media

In-store sales value

Incremental sales

Long-loop data

look-back window

Marketplaces

Monetisation / media monetisation

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

Definition

Reaching a defined group of shoppers with a relevant retail media or direct communication message.

A digital version of a retailer's specials or product feature list, some times delivered as a PDF, webpage, in-app page or shoppable campaign unit.

A digital code or offer that gives a shopper a discount, reward or incentive and can be tracked against redemption and sales.

The online version of the retail shelf, including product visibility, ranking, content, price, promotions, availability and reviews.

A measure of whether a product was the first item added to a digital basket before other products or competitors.

Data collected directly by a retailer, platform or brand from its own shoppers, users, loyalty programme members or customers, subject to consent and privacy rules.

A campaign approach that supports awareness, consideration, conversion and loyalty, rather than only one stage of the journey.

Targeting shoppers or campaign delivery based on location, delivery area, store catchment, city, province or region.

The process of matching shopper identifiers such as loyalty IDs, hashed emails, mobile numbers or device IDs across approved data sets to improve targeting and measurement.

Digital screens placed in retail environments to deliver shopper messaging, brand advertising or promotional content.

Paid media opportunities inside a physical retail environment, such as screens, audio, shelf media, point-of-sale material or till-point messaging.

The rand value of sales generated through physical stores during a defined campaign, product or measurement period.

Additional sales generated above an expected baseline, often used to judge the true sales impact of a campaign.

Shopper behaviour observed over a longer period, used to understand repeat purchase, loyalty, frequency, category switching and customer value.

The time period after an impression, click or engagement during which a sale can be attributed back to the campaign.

Digital platforms where multiple sellers or brands can list and sell products to shoppers through one retail destination.

The process of turning retailer-owned channels, shopper data or digital inventory into paid media revenue.

Retail media that uses retailer data or retail audiences outside the retailer's own website, app or store environment.

Term

Omnichannel retail

Omnichannel retail media

On-site / on-network / on-platform retail media

On-site display

Online/offline sales conversion

Point-of-sale data

Predictive audiences

Product catalogue / shopping feed

Product feed management

Product listing optimisation

Product recommendations

Product search

Real-time targeting

Research online buy in-store (robis) / research online shop in-store (rosi) / research online purchase offline (ropo)

Retail media network (rmn)

Retail media platform

Return on ad spend (ROAS)

Definition

Retail that connects physical stores, online platforms, apps, delivery and click-and-collect into one shopper experience.

Retail media that runs across more than one channel, such as app, web, in-store, CRM and offsite media.

Advertising served within a retailer's own digital environment, such as its website, app, marketplace or ecommerce platform.

Display advertising placed within a retailer's own digital environment, such as home page banners, category banners or product-page banners.

A measured sale that happens either online or in-store after a shopper was exposed to, clicked on or engaged with retail media.

Transaction data captured when a shopper buys a product, including product, quantity, value, store, date and basket information where available.

Audience segments created using models that predict likely future behaviour, such as likely buyers, lapsed shoppers or high-value customers.

A structured product data file that feeds product names, images, prices, availability and other details into retail media or ecommerce systems.

The process of maintaining accurate product data, images, prices, availability and attributes in feeds used by ecommerce and media platforms.

Improving product pages and listings so shoppers can find, understand and buy the product more easily.

Suggested products shown to shoppers based on browsing, purchase behaviour, basket contents or retailer algorithms.

A shopper's search for products on a retailer or marketplace, and the paid or organic results that appear from that search.

Serving a message based on a shopper's current context or behaviour, such as location, search, basket or product page activity.

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

A retailer-owned or retailer-enabled media business that lets brands buy advertising using the retailer's digital, in-store or shopper-data assets.

Technology used by retailers, marketplaces or media teams to plan, sell, serve, optimise and report retail media campaigns.

A performance metric calculated as attributed revenue divided by ad spend. For example, a ROAS of 5 means R5 in attributed sales for every R1 spent.

Term

Definition

Return on investment (ROI)

A broader performance metric that compares the financial return from an activity against total investment, including media and other costs.

Sales uplift

The increase in sales during or after a campaign compared with a previous period, baseline or control group.

Screen networks

A network of digital screens inside or around retail environments used to serve brand or shopper messages.

Self-serve platform

A platform that allows advertisers or agencies to set up, manage, optimise and report campaigns directly, without every task being handled manually by the retailer.

Shoppable content

Content that lets a shopper move directly from inspiration or information to a product page, basket, retailer or purchase path.

Shoppable media

Media that connects directly to a shopping action, such as add-to-cart, product page visit, coupon redemption or purchase.

Shopper marketing

Marketing focused on influencing shoppers along the path to purchase, including in-store, online, promotional and retail partner touchpoints.

Showrooming

A behaviour where shoppers view or compare products in a store but later purchase online.

Sponsored product ads (also known as promoted products)

Paid product placements that appear in search results, category pages or product grids, usually triggered by keyword, category or product targeting.

Stock keeping unit (SKU)

A unique product variant identifier used to track sales, stock, pricing and reporting at product level.

Supply-side retail media

Retailer-side technology and processes that help sell, manage, serve and measure retail media inventory.

Trade marketing

Marketing activity funded or planned through retailer, distributor or trade relationships to drive product availability, visibility, promotion and sell-through.

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