

# 4 emerging solutions to help standardize retail media

Article

A lack of standardization across platforms was cited as US marketers' No. 1 challenge with retail media networks (RMNs) as of last summer, [according to the Association of National Advertisers](#).

This has led retailers, ad tech platforms, and others to introduce solutions aimed at standardizing retail media approaches. Here are four recent examples.

1. **Integral Ad Science (IAS) teamed up with Criteo** to develop a product for measuring on-site quality metrics for retail media. Through this partnership, IAS will give Criteo's retail media partners access to viewability and invalid traffic measurement, ensuring their campaigns are reaching real users.
2. **Albertsons Media Collective released a preliminary framework** to standardize specifications, methodologies, terminology, and disclosures across RMNs. The first version of this framework concentrates on four areas: product characteristics, performance measurement, third-party verification, and capabilities.
3. **The Interactive Advertising Bureau is working with the Media Rating Council** to develop measurement guidelines to address inconsistencies across RMNs. The guidelines will establish norms around viewability, attribution, audience segmentation, data processing, and transparency.
4. Global media agency **UM launched Shoptimizer**, a “first-of-its-kind” retail media budget allocation and optimization tool. This tool is part of **IPG Mediabrands' Unified Retail Media Solution**, a dedicated business unit that helps brands manage their investment performance across all RMNs.