**Glossary: Cross Channel Analysis**

**Channel Types:**

Display (DIS): online ad served across the open web (i.e. square ad between paragraphs on ESPN.com)

Product Listing Ads (PLA): Boost individual products in highly trafficked placements across the Kroger website

Single Subject Email (SSE): Email sent to Kroger customers in which the brand is the entire email.

Targeted On-Site Ad (TOA): peripheral banner ads served on Kroger.com

Targeted Digital Coupons (TDC): digital coupons a household can download to virtual wallet and redeem in-store or online

Note: DIS, SSE, and TDCs are pre-targeted, while PLAs and TOAs are targeted based on behavior on Banner.com

**Definitions**

Impressions: count of distinct impressions; an impression is an exposure to an ad

Conversion/Converted HHs – all HHs who were exposed to the campaign and then made a purchase of one of the target UPCs within the 2 weeks post impression or before the offer expiration date. We count each transaction ID as a separate conversion. For multiple exposures and tactic combination metrics – the conversion window is a rolling two week timeframe (i.e If you get exposed to Display ad on Sept 1 and a SSE on September 10, the conversion window would be Sept 1-Sept 24)

Conversion Rate: % of distinct HHs that converted divided by total distinct HHs exposed to the ad

Impressions: initial exposure to ad.

* SSE-- sent is an impression.
* EMOD – only count an email open
* TDC, SSE – count all sent
* Remaining – count all views/impressions

Sales KPIs: Sales, Sales/HH, Units/HH, converted HHs – pulled from transactions for each conversion.

**Household Definitions:**

New HH: a HH that did not purchase in the last 52 weeks from the date of their first exposure *of the entire campaign*

Lapsed HH: a HH that did purchase in the first 26 weeks of the last 52 weeks, but not the most recent 26 weeks from the date of their first exposure *of the entire campaign*

Current HH: a HH that purchased within the most recent 26 weeks

Targeted (Impressed) HHs: household that saw an impression for the campaign(s) in question

percent\_new/lapsed/current\_targeted: percentage of households exposed (targeted) with the ad that were new/lapsed/current households

new/lapsed/current\_hh\_impressed: Number of distinct new/lapsed/current households exposed to the ad

new/lapsed/current\_cr: percentage of new/lapsed/current households exposed to the ad that converted (ie new\_cr= # of new converting HHs/ # of exposed new HHs)

**Excel Sheet Information:**

**Tactic Level Breakdown**

*Note that these tactics are not distinct, and some households will be counted in multiple tactics.*

**Tactic Combos**

*Note that each HH is mapped to 1 distinct tactic combination. Also note that you may see slight differences in totals for these combinations compared to the totals for the tactics above, as the conversion window for the combinations includes rolling 2 week window across all tactics, or the coupon period. For the individual tactic or campaign breakouts, there would be less time from first to last exposure within a single tactic to capture conversions.*

**Total**

*Aggregated metrics across all households and tactics*