Kroger PRECISION MARKETING | POWERED BY 84.51°

Addressable: *Exclusive* Data Led Insights, Inventory and Activation at Scale

1 out of **2**

Households reached with KPM

$120B+

in annual sales

97%

of all in store transactions are captured on the Kroger Plus Loyalty card

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23%

Grocery Dollar Share Volume at Kroger*

#9

Largest eCommerce retailer in US

86%

Consumers claimed to have changed their shopping habits
(Post COVID)

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*IRi Panel Data

Best-in-class Media Capabilities

KPM leads in CPG performance ratings against Amazon and Walmart

In targeting effectiveness

In measurement capabilities

In delivering CPG sales growth*

* Tied with Amazon

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Source: Path to Purchase IQ 2021 Trends Report, % respondents rating retailer platform excellent or good

2020 has accelerated ecommerce

10X — Higher **household growth on Kroger Pickup** than pre-COVID-19

2X — Uniques Dec ‘20 vs. ‘19

84% — Site traffic increase in Jan vs. LY

+40% — Customers say they are shopping **fewer retailers**

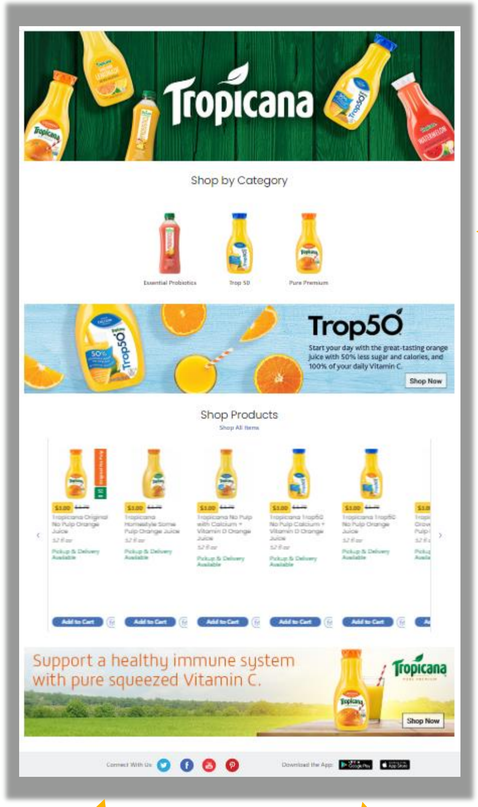
1 in 5 — Site visits in June were from **1st time** visitors

Best in Class: ***Drive Conversion*** by making every moment shoppable

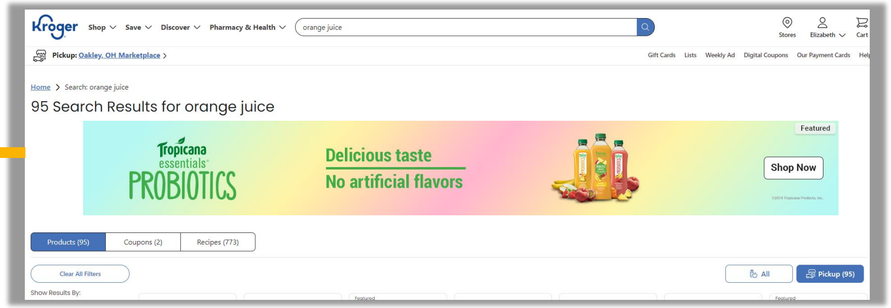
Don’t leave any dead-ends in your media

Pinterest

Brand Shop

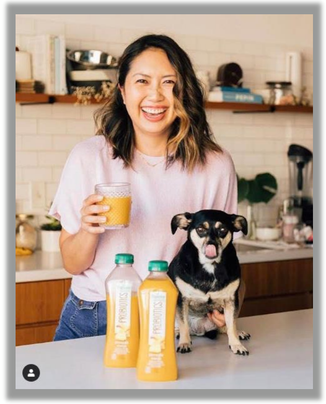


Kroger.com Search & Display & PUSH and Email



Display & Native

Influencers



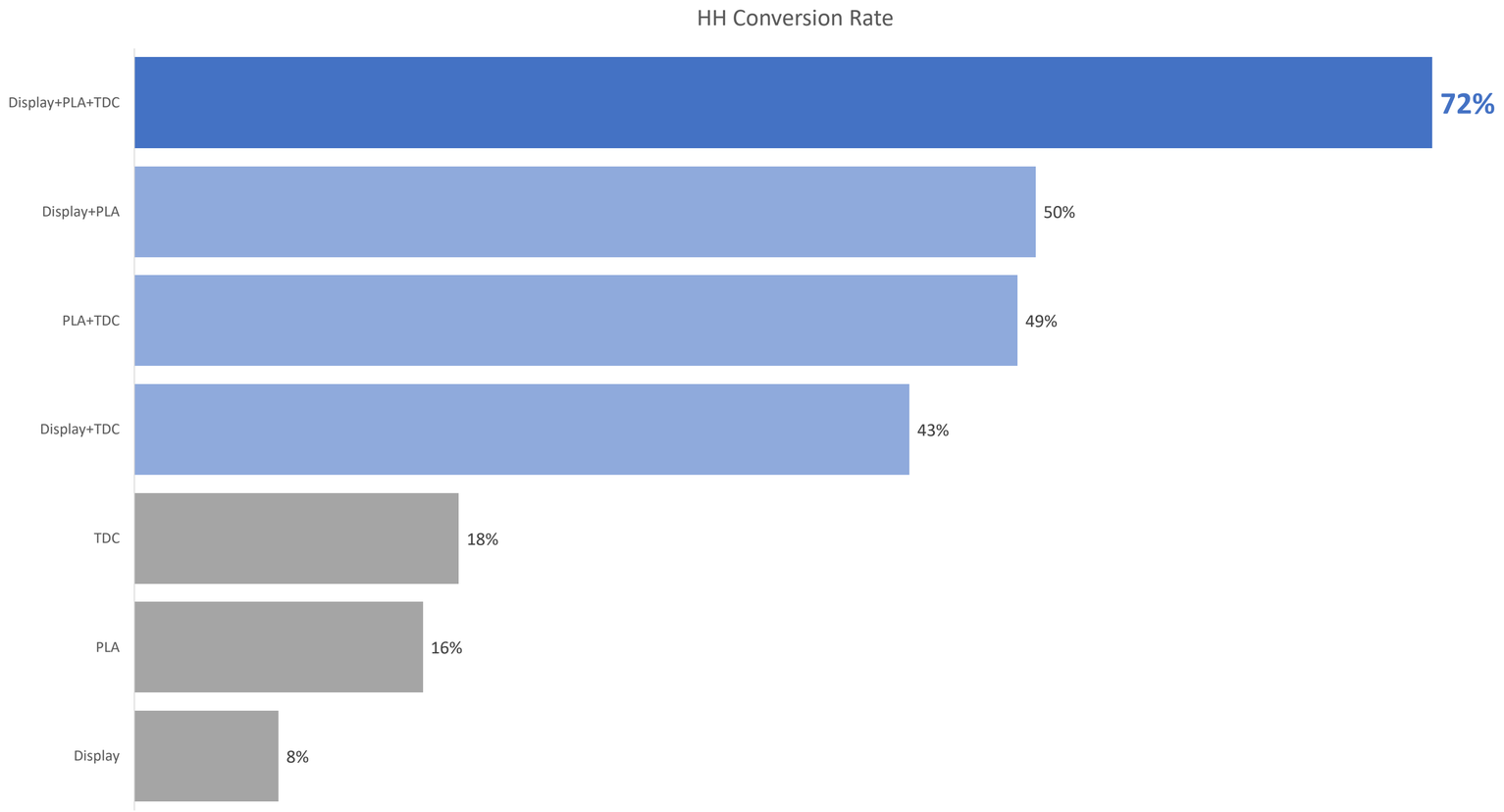
Roku

pandora®

Case Study: Running Multiple Tactics Leads To Significantly Higher Conversion Rates

Households exposed to all 3 tactics have:

- **1.4X+ higher conversion rate than 2 tactic households**
- **4X higher conversion rate than 1 tactic households**



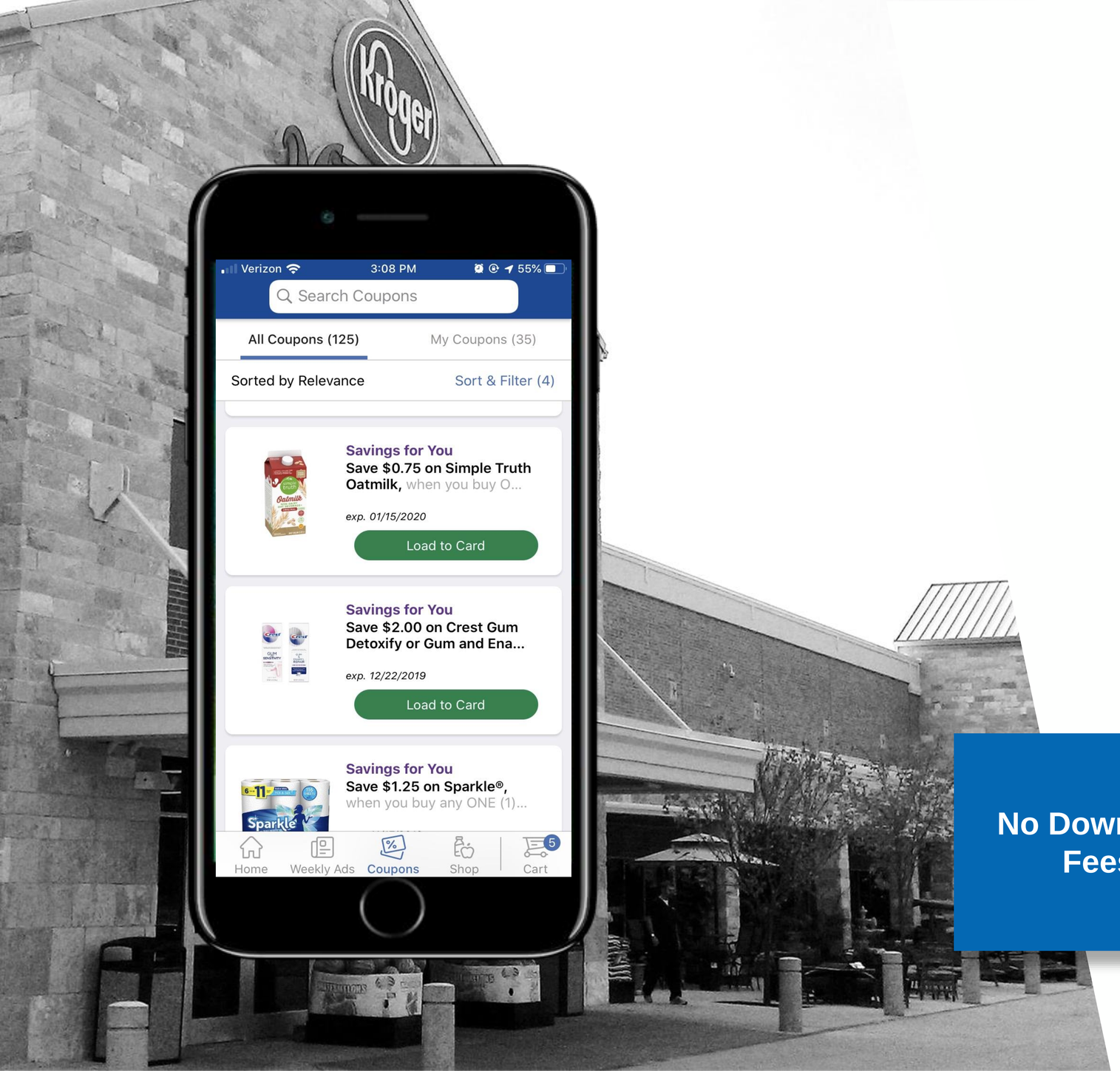
KROGER CUSTOMER EMAILS

Leverage Kroger's customer relationships to drive consideration and purchase.

30-50% email open rates

Kroger email subscribers spend 1.6x more

25% click to open rate on single subject emails



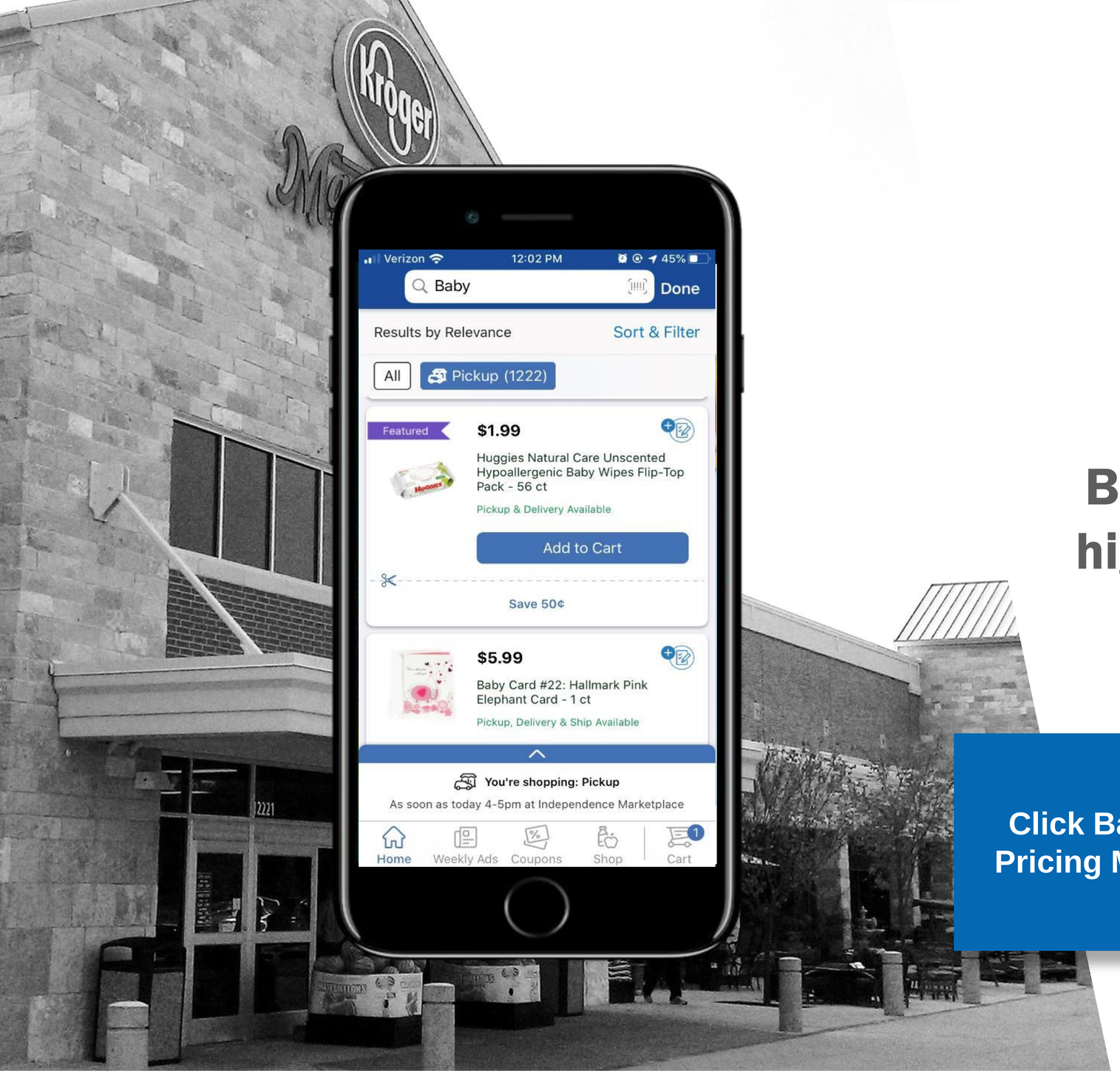
TARGETED DIGITAL COUPONS

Build coupon redemption among specific shopper-behavior segments.

No Download Fees

Average Download 20-40%

Average Redemption 20-40%



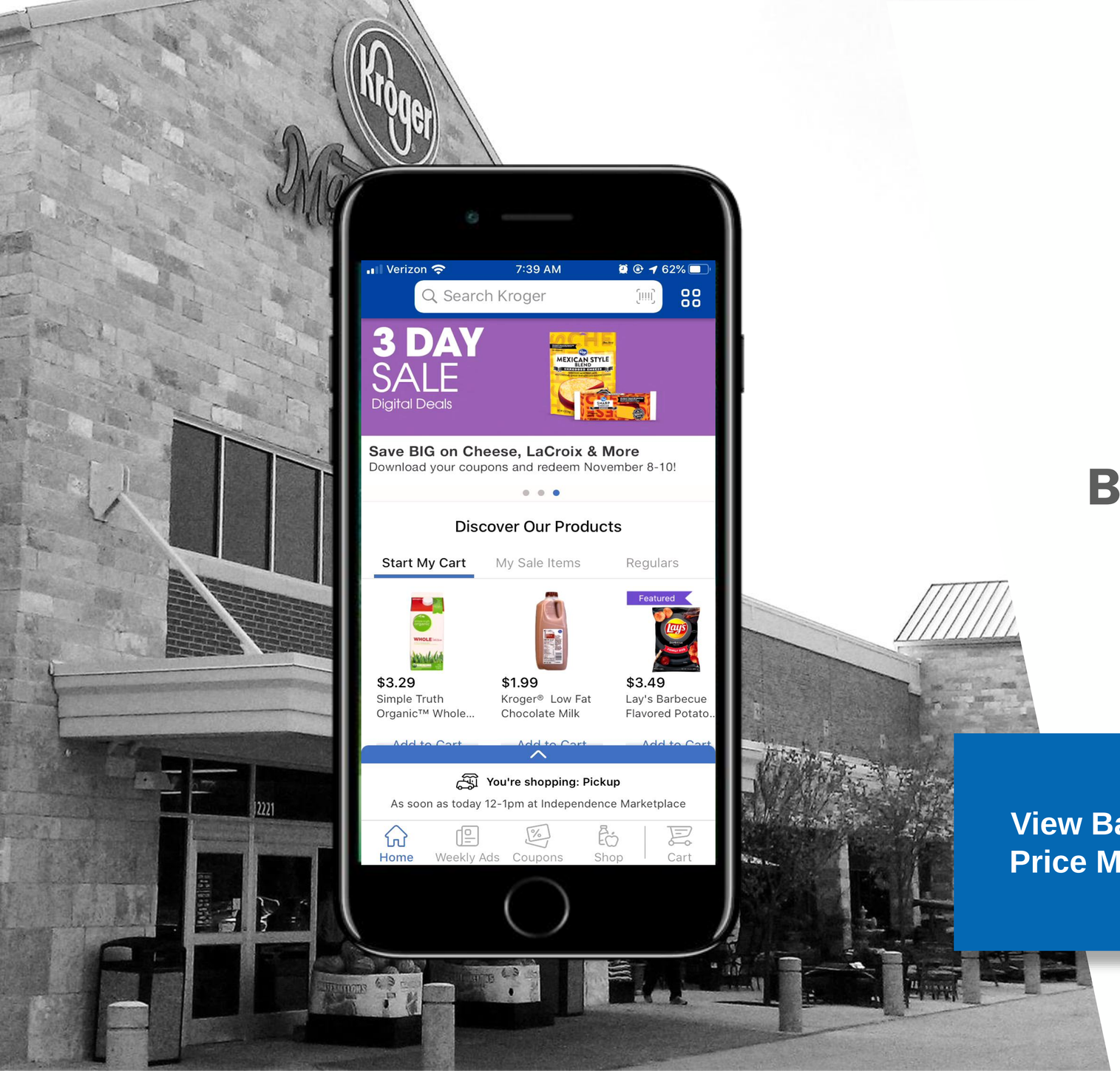
PRODUCT LISTING ADS

Boost individual products in highly trafficked placements across the site

Click Based Pricing Model

3-6x Return on Ad Spend

50-70% Click to Conversion



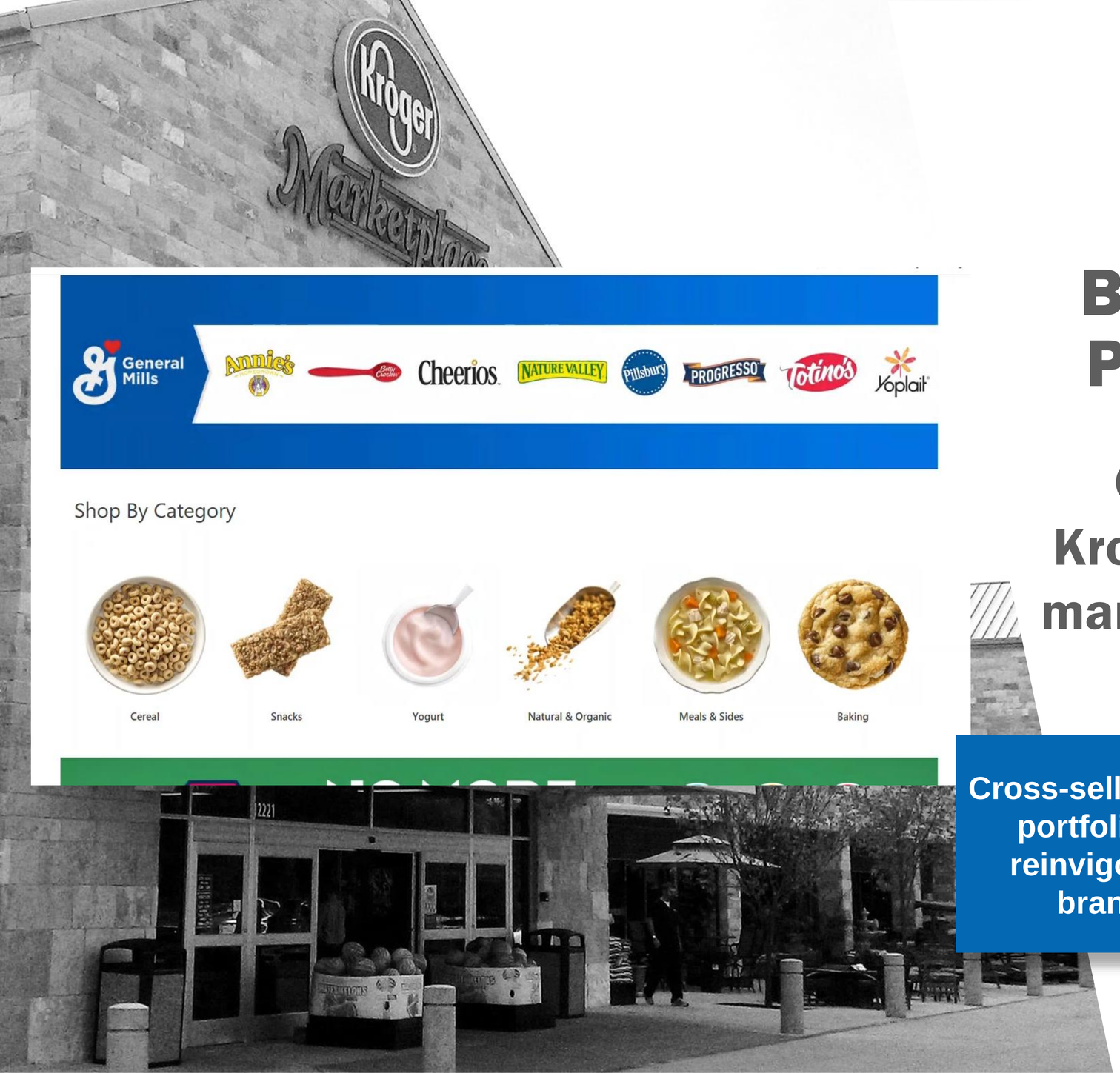
TARGETED ONSITE ADS

Build visibility and purchase intent with specific in-market shoppers

View Based Price Model

4-6x Return on Ad Spend

Relevant & Complementary Targeting Available



BRAND DESTINATION PAGE (BRAND SHOP)

Custom landing pages on Kroger.com are your always-on marketing hub to convert sales.

- **Cross-sell across portfolio to reinvigorate brand**
- **Educate shoppers with custom content**
- **Defend your brand with a controlled experience**