

Display, Pre-roll & Native

Offering Details

Drive awareness and consideration for your brand by showcasing your products next to a shopper's favorite web content. KPM's display, pre-roll and native solutions allow clients to activate against Kroger 1st party data on inventory within the open exchange that is both brand safe and relevant.

CHANNEL OVERVIEW



DEVICE TYPES

Runs across mobile web, desktop web and tablet web.



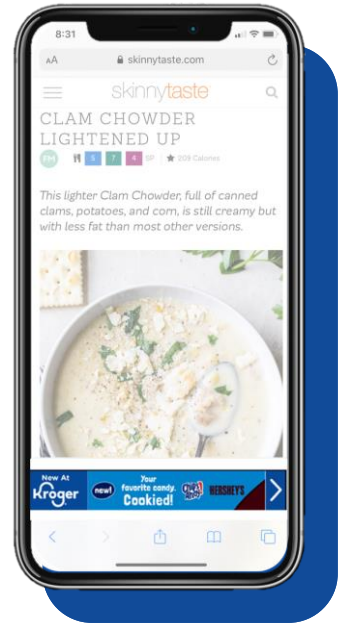
LEAD TIMES

4 Weeks
(6 with custom landing page)

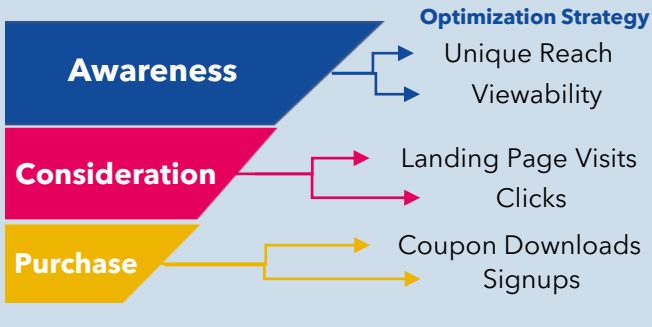


SUGGESTED CAMPAIGN LENGTH

Display & Native: 4+ Weeks
Video: 6+ Weeks



STRATEGY ALIGNMENT



OUR RATES

Display

Rate
\$9.50 CPM

Min.
Investment
\$50k

Native

Rate
\$16.25 CPM

Min.
Investment
\$50k

Pre-Roll

Rate
\$26 CPM

Min.
Investment
\$100k

MEASURING CAMPAIGN SUCCESS

Closed Loop Measurement

3-6%
MED. HHP*

Primary KPI: Household Penetration & aROAS

Drive uplift and new shoppers to your brand by creating awareness and education.

- Additional Metrics Included: Uplift and total Sales, ROAS, Visits, Units overall and by audience segments
- Measurement Output: 8 Weeks Post Period

Media Metrics Reporting

74%
AVG.
Viewability

- Metrics Included: viewability, completion rate (video), CTR, landing page visits, impressions, creative evaluation and targeting evaluation
- Output: 3 weeks post period

TARGETING OPTIONS

Our core targeting is rooted in our 1st party shopper data captured from the Kroger Loyalty Card. The below are a couple samples of the types of segments we have access to.

- Current, Lapsed & New brand shoppers
- Category shoppers
- Tender Type Shoppers
- Unique Diet Shoppers
- Package Label qualifications
- Audience Extension Lookalikes
- Native Contextual Targeting (DoubleVerify)

Display, Pre-Roll & Native

Additional Information

ASSETS/PLACEMENTS

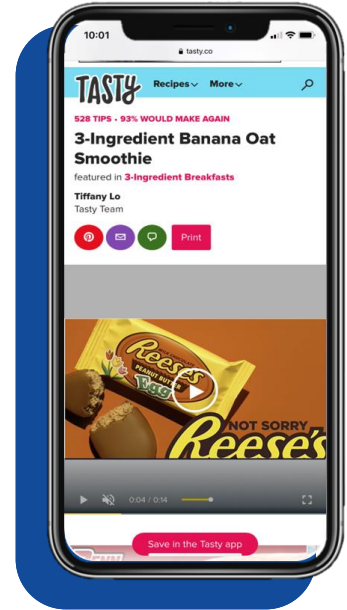
KPM activates across open exchange display, pre-roll and native inventory. We're exchange agnostic. For every display campaign we activate 300x250s, 320x50s, 728x90s, 160x600s, 300x600s. For Pre-roll, we accept :15 or :30 second videos.

CLICK THRU EXPERIENCE

Display, Native and Pre-roll ads can drive to the following eCommerce enabled banner.com destinations:

- Un-gated Coupons (No TDCs or capped GCPs)
- Custom Landing Page
- Curated Product List
- Brand Shop
- Department Page/Seasonal Page

KPM display, pre-roll and native campaigns can drive to a client's non-Kroger site if our logos aren't in use on the creative.



TAGGING CAPABILITIES

KPM accepts a variety of different ad serving and verification partner tags. We accept up to 200 impression 1x1s and verification tags and up to 50 click tracking tags. Please ask your Account Manager to provide more detailed tagging document for clear guidelines.

Ad Servers

- Google Campaign Manager (DCM)
- Flashtalking
- Innovid
- Extreme Reach

Verification

- Integral Ads Science
- DoubleVerify
- MOAT

Misc. Event

- Nielsen DAR
- Kantar Millward Brown Brand Lift Measurement

ADDITIONAL DETAILS

- We recommended running 5 or less Audience Segments
- KPM data and management fees are built into KPM CPM rates.
- Display, Native & Pre-roll are managed service offerings
- Ability to drive outside of banner.com universe if not using Kroger logo in creative.

We Look Forward to Working With You!

Pinterest

Offering Details

Pinterest is visual discovery engine that educates and inspires shoppers. 57% of Pinterest users are Kroger consumers, making it a great place for brands to share product information, branded content and ultimately connect with shoppers who are deciding what to do or buy next.

CHANNEL OVERVIEW



PLACEMENTS

Runs across search & browse inventory.



LEAD TIMES

4 weeks
(6 with custom landing page)



SUGGESTED CAMPAIGN LENGTH

4 - 8 weeks



STRATEGY ALIGNMENT

Awareness

Reach

Frequency

OUR RATES

\$9.45 CPM

150K
Minimum
Budget

MEASURING CAMPAIGN SUCCESS

Closed Loop Measurement

4-8x

AVG.
aROAS*

Primary KPI: aROAS & Sales Uplift

Drive uplift and new shoppers to your brand by creating awareness and education.

- Additional Metrics Included: HH Penetration, Uplift and total Sales, Visits, Units overall and by audience segments
- Measurement Output: 8 Weeks Post Period

Media Metrics Reporting

0.15%
AVG. CTR

- Metrics Included: impressions, engagements, CTR, ER, reach, frequency, video views.
- Output: 3 weeks post period

TARGETING OPTIONS

Our core targeting is rooted in our 1st party shopper data captured from the Kroger Loyalty Card. The below are a couple samples of the types of segments we have access to.

- Current, Lapsed & New brand shoppers
- Category shoppers
- Tender Type Shoppers
- Unique Diet Shoppers
- Package Label qualifications
- Audience Extension Lookalikes
- Pinterest interests & search keywords

Pinterest

Additional Information

ASSETS/PLACEMENTS

KPM promotes ads in the search & browse section of Pinterest through the Kroger handle. Below are the available creative units.

- Photo Ads
- Carousel Ads
- Video Ads

[Link to Creative Specs](#)

Standard Pin

- Ability for the user to "save" a Pin, which allows the user to return to their Pinterest profile at a later time and view the Pin again.

Removeable Pins

- Provide opportunities for brands to reach Kroger shoppers with limited-time content. Eliminates the "Save" button on the Pin so once the campaign ends, the Pin is no longer able to be found.

CLICK THRU EXPERIENCE

Pinterest ads can drive to the following eCommerce enabled banner.com destinations:

- Un-gated Coupons (No TDCs or capped GCPs)
- Custom Landing Page
- Curated Product List
- Brand Shop
- Department Page/Seasonal Page

TAGGING CAPABILITIES

KPM has Moat connected to all social accounts to track for fraud/viewability.

- Impression tags **are** accepted.
- Clicks tag **are** accepted.

PRICING

Pinterest is priced on bundled CPM model which means the campaign is sold in with a guaranteed impression number and all management & measurement are covered in the total cost.

CAMPAIGN STRUCTURE

- Max of 3 audience segments.
- Partner targeting (keywords & interests) is required on every campaign unless otherwise approved.
- If possible, recommend only running on top 6 divisions.



Facebook & Instagram

Offering Details

Facebook allows brands to seamlessly connect with their customers with engaging images and videos. Partnering with Facebook and Kroger Precision Marketing allows you to activate one of the largest 1P purchase based audiences to effectively reach 60 million Kroger customers on Facebook.

CHANNEL OVERVIEW



PLACEMENTS

Runs across premium in-feed & story inventory.



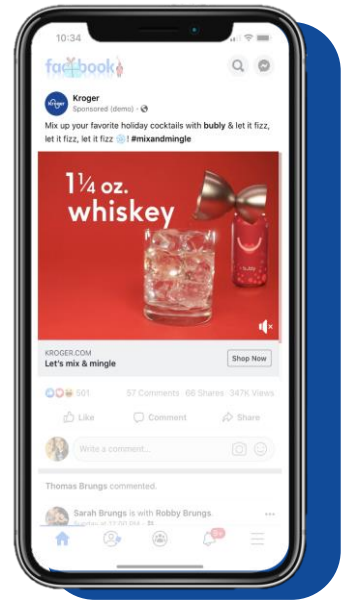
LEAD TIMES

4 weeks
(6 with custom landing page)



SUGGESTED CAMPAIGN LENGTH

4 - 8 weeks



STRATEGY ALIGNMENT

Awareness

Reach

Frequency

Consideration

Clicks

CTR

OUR RATES

\$7.10 CPM

\$16.60 CPM

30K
Minimum
Budget

MEASURING CAMPAIGN SUCCESS

Media Metrics Reporting

Awareness*
0.08% Avg. CTR
0.12% Avg. ER

Consideration
0.5% Avg. CTR
0.6% Avg. ER

- Metrics Included: impressions, engagements, CTR, landing page visits, reach, frequency, video views.
- Output: 3 weeks post period

Brand Lift Measurement

- \$170K Minimum
- Measure brand resonance, ad recall, purchase intent through FB's brand lift tool.

TARGETING OPTIONS

Our core targeting is rooted in our 1st party shopper data captured from the Kroger Loyalty Card. The below are a couple samples of the types of segments we have access to.

- Current, Lapsed & New brand shoppers
- Category shoppers
- Tender Type Shoppers
- Unique Diet Shoppers
- Package Label qualifications
- Audience Extension Lookalikes
- Facebook interests & user behavior

Facebook & Instagram

Additional Information

ASSETS/PLACEMENTS

KPM promotes ads in-feed on Facebook & Instagram, as well as the stories placement, through the Kroger handles. Below are the available creative units.

- Photo Ads
- Carousel Ads
- Video Ads
- Story Ads

[Link to Creative Specs](#)

KPM includes the story placement on every campaign as a best practice & recommend asking your client for a creative specific to the story placement. We can promote on just Facebook or Instagram, but requires prior approval.

CLICK THRU EXPERIENCE

Facebook ads can drive to the following eCommerce enabled banner.com destinations:

- Un-gated Coupons (No TDCs or capped GCPs)
- Custom Landing Page
- Curated Product List
- Brand Shop
- Department Page/Seasonal Page

TAGGING CAPABILITIES

KPM has Moat connected to all social accounts to track for fraud/viewability.

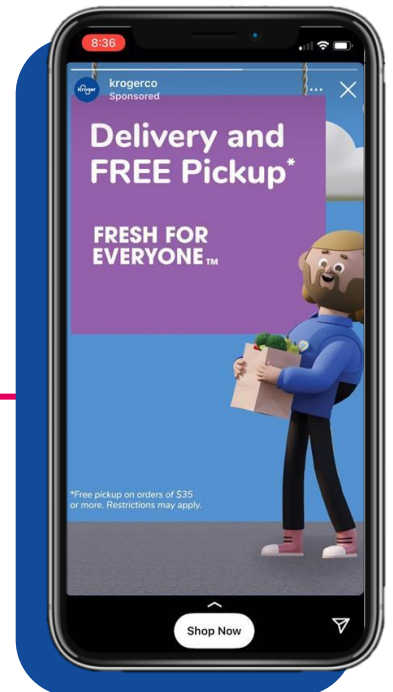
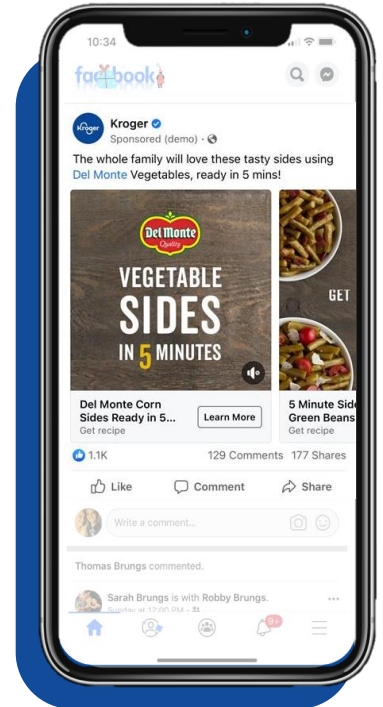
- Impression tags **are not** accepted.
- Clicks tag **are** accepted.

PRICING

Facebook is priced on bundled CPM model which means the campaign is sold in with a guaranteed impression number and all management & data are covered in the total cost.

CAMPAIGN STRUCTURE

- Max of 3 audience segments.
- If possible, recommend only running on top 6 divisions.



Influencer

Offering Details

Build brand awareness & extend reach through a variety of influencer activations. Co-branded messaging encourages users to try & purchase your product. Potential for brands to repurpose influencer content for their own media & marketing activations, even after the campaign ends.

CHANNEL OVERVIEW



PLACEMENTS

Instagram and/or
Blog Post



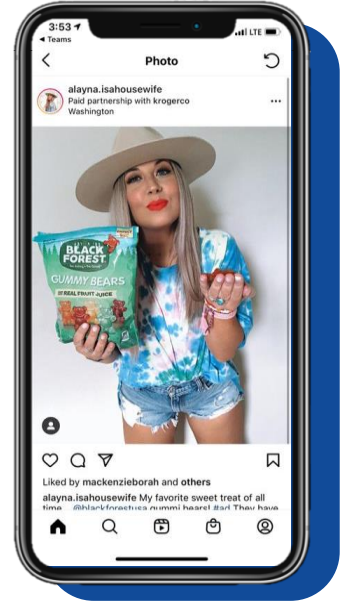
REPORTING

Media metrics
only, **no sales
reporting**



SUGGESTED CAMPAIGN LENGTH

3-4 weeks
(1-2 days for influencer
event)



INFLUENCER PRODUCTS

TYPE

BUDGET

LEAD TIME

DELIVERABLES

**Macro
Influencer**

Min: 35K

10 weeks

5 influencers + 1MM
guaranteed impressions

**Micro
Influencer**

Min: 30K

10 weeks

25 influencers + 1MM
guaranteed impressions

**Sponsored
Blog**

Min: 40K

10 weeks

5 influencers + 1MM
guaranteed impressions

**Influencer
Event**

Min: 100K

4 months

10 influencers posting 1 in feed
post, 4 stories, and 1 sponsored
blog + social shares

Video Series

Min: 40K

10 weeks

3 videos + 1MM guaranteed
impressions

Influencer

Additional Information

MACRO INFLUENCER

Up to 5 Influencers share original branded content via 1 in-feed post and 4 Instagram stories with 1 swipe up over the course of one day. Each influencer has ~50K+ followers.

Key Difference from Micro: brand approves draft of content before it goes live AND can swipe up to drive to banner.com in stories.

MICRO INFLUENCER

An Instagram campaign activating up to 25 mid-sized (~10-30k followers) Instagram micro-influencers to create and share one piece of product focused content, emphasizing availability at Kroger. Content visually ties CPG product to influencer's social identity.

SPONSORED BLOG

Hand-selected Kroger Influencers create and share long form content incorporating CPG product on their blog. Recipes, beauty tutorials, spring cleaning articles, etc. are all great options! Content is further promoted via shares across influencers' social media channels.

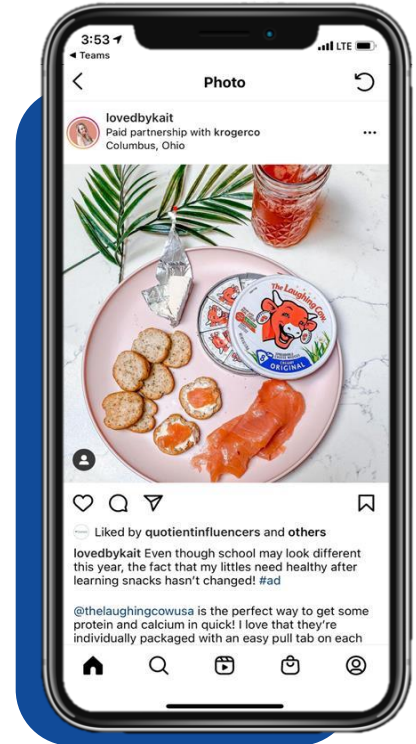
INFLUENCER EVENT

Co-branded event engaging influencers through demos, workshops and culinary experiences. Brand has creative control here and can be anything they want! Reach out and we can brainstorm opportunities for influencers at your event.

Participating influencers will share content from the event across blogs and social channels.

VIDEO SERIES

Product featured in YouTube Influencer Video Series (recipe creation, beauty DIY, shopping series). Videos will gain additional reach via shares on influencer's social accounts.



Pandora

Offering Details

Connect with a captive listening audience while they are listening to their favorite stations during key holiday times and active listening settings. With non-skippable, highly viewable ads, your campaigns will be able to reach a large number of audiences to drive effective awareness and education.

CHANNEL OVERVIEW



DEVICE TYPES

Runs across mobile web, desktop web, and in app.



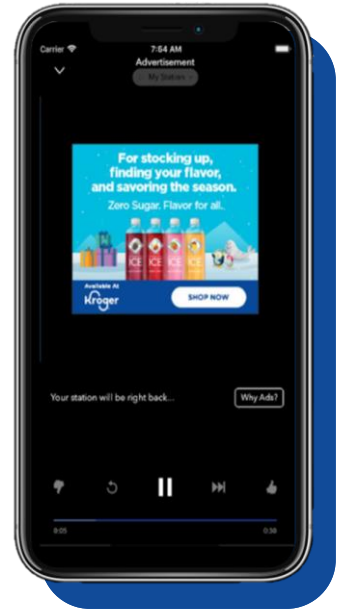
LEAD TIMES

5 Weeks
(7 with custom landing page)

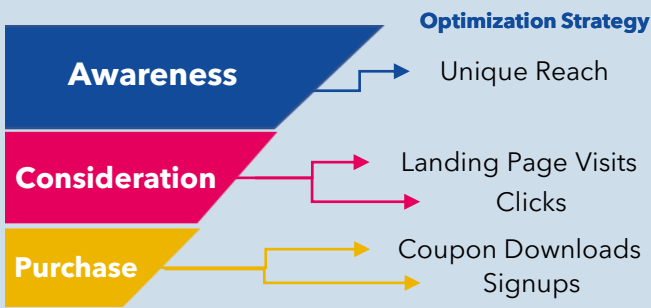


SUGGESTED CAMPAIGN LENGTH

4-8 Weeks



STRATEGY ALIGNMENT



OUR RATES

Standard Audio		Video Everywhere
Audio	Display Everywhere	
Rate \$18.75CPM	Rate \$12.25CPM	Rate \$28.75CPM
Media Min \$60k	Creative Prod. \$15k	Min. Investment \$50k
There is no minimum for display everywhere. You can allocate a percentage within your total audio budget.		

MEASURING CAMPAIGN SUCCESS

Closed Loop Measurement

3-6% MED. HHP*

Primary KPI: Household Penetration & aROAS

Drive uplift and new shoppers to your brand by creating awareness and education.

- Additional Metrics Included: Uplift and total Sales, ROAS, Visits, Units overall and by audience segments
- Measurement Output: 8 Weeks Post Period

Media Metrics Reporting

- Metrics Included: CTR, impressions, creative evaluation and targeting evaluation
- Output: 3 weeks post period

TARGETING OPTIONS

Our core targeting is rooted in our 1st party shopper data captured from the Kroger Loyalty Card. The below are a couple samples of the types of segments we have access to.

- Current, Lapsed & New brand shoppers
- Category shoppers
- Tender Type Shoppers
- Unique Diet Shoppers
- Package Label qualifications
- Audience Extension Lookalikes

Pandora

Additional Information

ASSETS/PLACEMENTS

Advertisers have the option to run on audio only placements that serve on mobile, desktop and in app. In addition, you have the option to run on display or video everywhere. These 'Everywhere' products still run within Pandora environments but are eligible to run without an accompanied audio spot on mobile web & app, tablet and desktop.

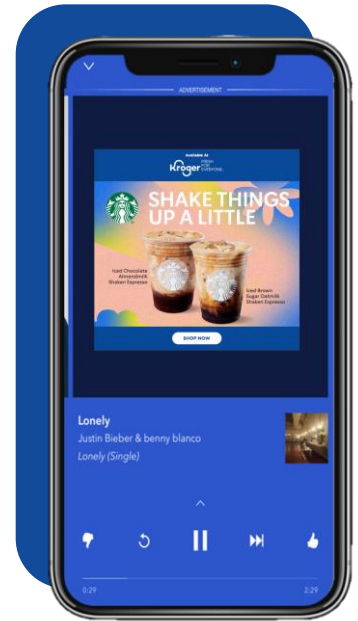
Clients also have the option to have Pandora produce and record their audio spot for them. This does come with a \$15k fee but ensures that specs and best practices for the platform is followed.

CLICK THRU EXPERIENCE

Pandora ads can drive to the following eCommerce enabled banner.com destinations:

- Un-gated Coupons (No TDCs or capped GCPs)
- Custom Landing Page
- Curated Product List
- Brand Shop
- Department Page/Seasonal Page

KPM Pandora campaigns can drive to a client's non-Kroger site if our logos aren't in use on the creative.



TAGGING CAPABILITIES

KPM buys our Pandora ads through a direct insertion order. This means that our creative is site served. Because of this, KPM provides both verification and tracking tags for each campaign we run, thereby filling the available slots for client-provided tags. We do allow access to our MOAT verification dashboards.

ADDITIONAL DETAILS

- We recommended running 5 or less Audience Segments
- KPM data and management fees are built into KPM CPM rates.
- Please note that negotiated rates are not represented in this document.
- Since tags cannot be provided for this media, we can provide ad hoc reporting in a cadence that works for your team.

We Look Forward to Working With You!

Advanced TV

Offering Details

KPM's unique and powerful data set enhances the traditional TV awareness buy to illustrate how advanced TV campaigns impact lower funnel audiences. Target in-stream ads across hundreds of premium ad-supported channels based on Kroger shopper data.

CHANNEL OVERVIEW



DEVICE TYPES

Roku Channel & top 100 ad-supported apps on Roku devices and TVs.



LEAD TIMES

2 Weeks: If target already at Roku
4 Weeks: if targeting cells need to be sent



CAMPAIGN LENGTH

4+ Weeks
6m cap



STRATEGY ALIGNMENT

Awareness

Optimization Strategy

Unique Reach

Drive awareness and education with high impact units to a large reach

OUR RATES

CPM

Based on your current rate card with Roku and subject to negotiations.

\$250K

Minimum Investment for standard campaign closed loop measurement 8 weeks post period.

\$500K

Minimum Investment for early attributable reads 4 weeks post period.

\$750K

Minimum Investment for mid-campaign attributable reads.

MEASURING CAMPAIGN SUCCESS

Closed Loop Measurement

8-11%
MED. HHP*

Category Share Shift: new, lapsed, existing customers

Household Penetration: net, uplift

- Additional Metrics Included: Uplift and total Sales, ROAS, Units overall and by audience segments
- Measurement Output: 8 Weeks Post Period

Media Metrics Reporting

- Delivery & Viewership: impressions, completions, co-viewing, reach/frequency, channel/content type
- Demographic & Behavioral: education, income, geography, demo, etc.
- Insights & Recommendations

TARGETING OPTIONS

Our core targeting is rooted in our 1st party shopper data captured from the Kroger Loyalty Card. The below are a couple samples of the types of segments we have access to.

- Current, Lapsed & New brand shoppers
- Category shoppers
- Tender Type Shoppers
- Unique Diet Shoppers
- Package Label qualifications
- Audience Extension Lookalikes

Advanced TV

Additional Information

ASSETS/PLACEMENTS

For our Advanced TV campaigns, we serve :15 or :30 In-Channel Video across the Roku Audience Network and The Roku Channel only.

Clients can work with Roku to produce creative directly.

If a client wishes to co-brand their creative, the family of brands logo must be included.





CLICK THRU EXPERIENCE

Due to the nature of Advanced TV being served in premium, over the top ad slots, there are no click through destinations. The type of units we utilize do not have a clickable element for users to engage with their remotes. Instead, this medium should be used to drive reach and awareness instead of direct conversion.

TAGGING CAPABILITIES

Advanced TV campaigns are executed between clients and Roku. This means that ad server tags are approved but with some data restrictions. Flashtalking & Extreme Reach tags should use KPM as the site/publisher in tag setup. Ensure that your brief uses "Roku + KPM" and not one or the other. Please work with your Advanced TV partner to determine the right tagging template for your campaign.

Ad Servers

-  Google Campaign Manager (DCM)
-  Flashtalking
-  Innovid
-  Extreme Reach

Verification

As these campaigns are site served or via a client's 3rd party ad servers, KPM does not hold the tags to wrap. A client can use their verification tags as needed on these campaigns.

Misc. Event

-  Nielsen DAR

ADDITIONAL DETAILS

- We recommended running 5 or less Audience Segments
- Please note that negotiated rates are not represented in this document.

We Look Forward to Working With You!