

KPM LEARNING LAB

Branded Landing Page Release Training

May 7th, 2026



TODAY'S AGENDA



Introduction: Branded Landing Page

Activation Guide

Live Demo of Setup

Creative Specs

Resources & Support

Housekeeping



HAVE QUESTIONS?

Please use the Q&A function to submit questions throughout this session.



FOLLOW-UPS

This session is being recorded. The recording and presentation will be uploaded to the Kroger Ad Platform Learning Center following the conclusion of this session.



DATA PRIVACY

All data used in this presentation and demonstrated in KAP is masked and not reflective of true campaign performance.



FEEDBACK

Please fill out the two-minute survey at the end of this training. This ensures we do an even better job on our future trainings!



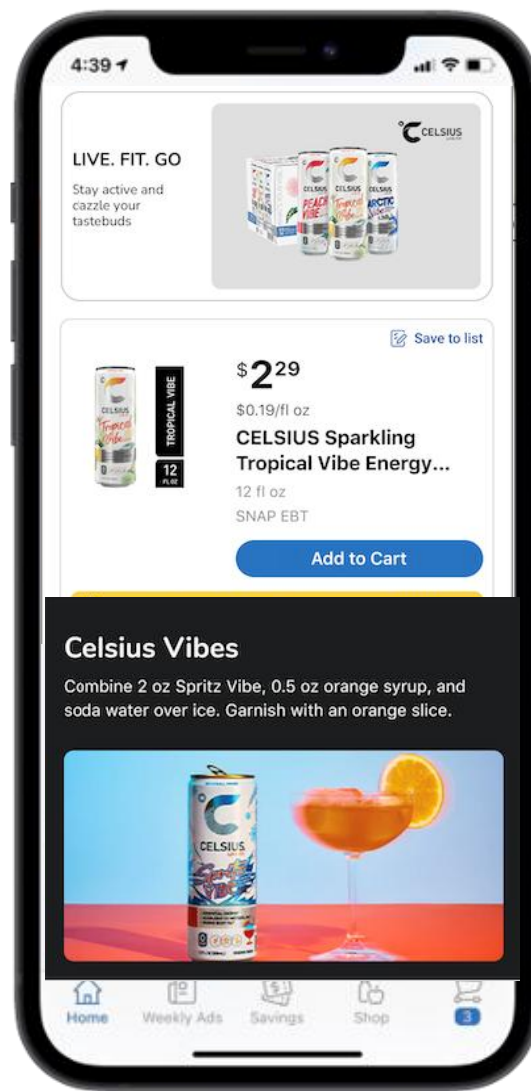
WANT TO LEARN MORE?

Please visit the [Kroger Ad Platform Learning Center](#).

Branded Landing Page **Overview**

BRANDED LANDING PAGE

Build a Shoppable Home for Your Brand on Kroger



ESTABLISH A DEDICATED BRAND DESTINATION

Give your brand a consistent, shoppable home where shoppers can explore your full story and assortment in one place.



ENGAGE SHOPPERS EARLY IN THEIR JOURNEY

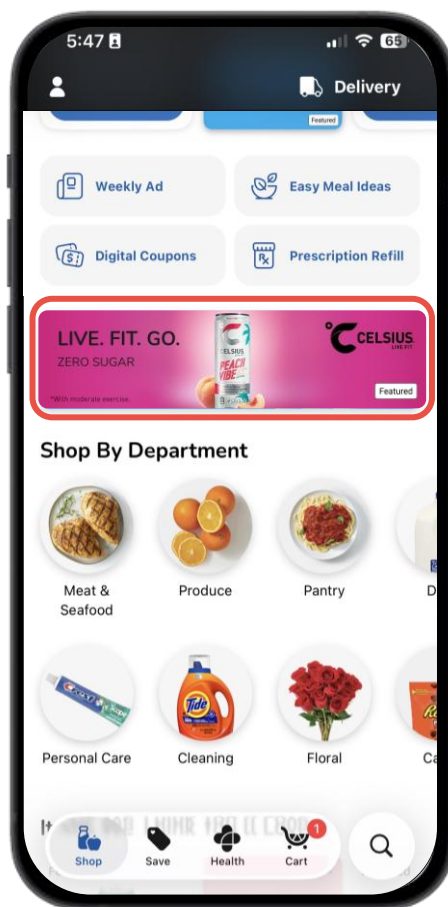
Influence discovery and consideration by meeting shoppers while they're browsing, not just searching.



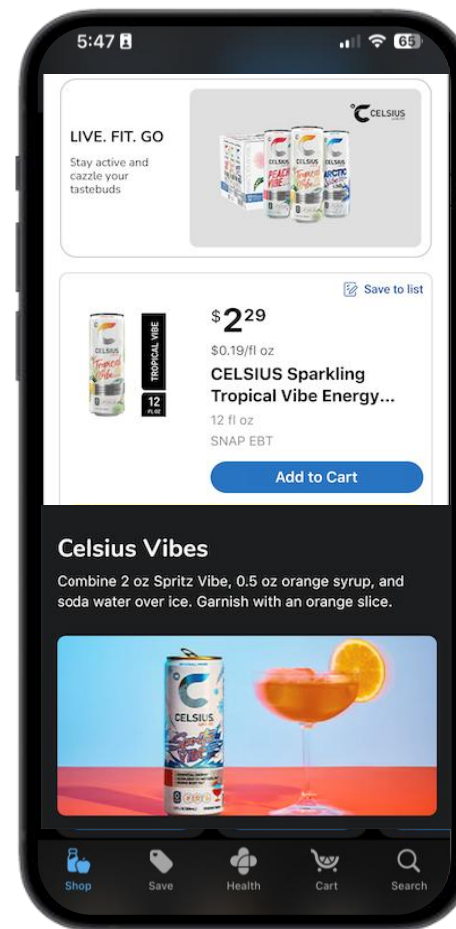
CONNECT STORYTELLING TO SALES

Curated assortments and seamless add-to-cart experiences help turn brand engagement into basket growth.

Branded Landing Page | User Flow



Targeted Onsite Ad Example



Branded Landing Page Click-through experience (app)

Branded Header & Footer:
Static header and footer images that showcase brand visuals and supporting copy.

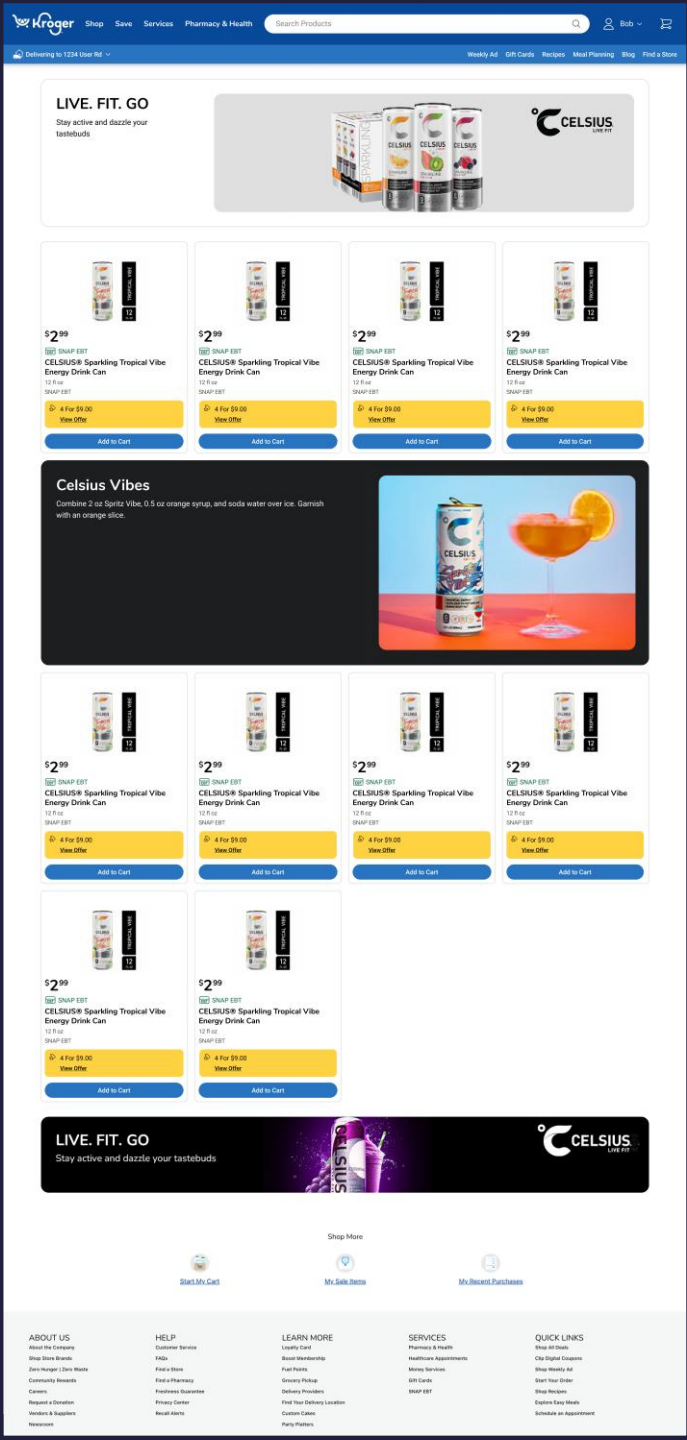
Curated Product List:
A ranked selection of 2–50 UPCs.
Logged-in shoppers can add items directly to cart from the product card.

Action Block:
Placed mid-page, typically after the first few products, this block features brand imagery with a headline and supporting copy to bring your brand story to life.

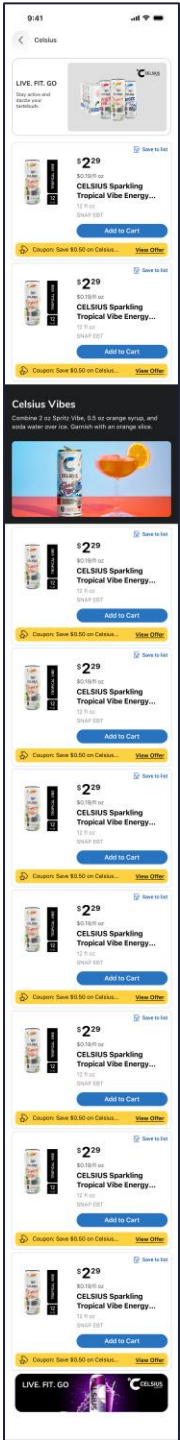
BRANDED LANDING PAGE

Full Mock-Ups

Web
Desktop



Mobile App



Campaign Page vs Branded Landing Page

At launch, Branded Landing Pages are not intended to replace Campaign Pages in all use cases. Campaign Pages will continue to support more complex, short-term activations such as recipes, video content, or legal sweepstakes language in a limited capacity.

The guide below outlines when to use each experience as we enhance our Branded Landing Page offering:

Campaign Page Recipes & Meal Content	Campaign Page Video-Led or Complex Storytelling	Campaign Page Complex Sweepstakes & Promotional Periods	Campaign Page Managed Service
Branded Landing Page App Compatible Product Discovery	Branded Landing Page Simple Brand or Product Storytelling	Branded Landing Page Seasonal Refreshes or Evergreen Moments	Branded Landing Page Self Service

Branded Landing Page **Activation in KAP**

Ad Set Up Requirements

Lead Time



10 Days

Set Up Fee*



\$1,500

Approval
Process



Creative
Approval
Required

Featured
UPC Limit



2-50 Ranked
UPCs

Placement
Name



Branded
Landing Page

Campaign
Strategy



Consideration

*Set up fee will be waived for upfront & SFC partners participating in the beta

Branded Landing Page | Activation Guide

The new Branded Landing Page offering will allow brands to generate a customized URL that can be used as the click-through destination for both onsite and offsite KPM media.



Dedicated, Custom URL

Each BLP includes a unique, brand-owned URL across all Kroger banner sites. Brands choose the URL keyword attached to the BLP.



In-Flight Flexibility

BLPs are eligible for in-flight refreshes and updates to support evolving messaging or priorities. There is no max number of refreshes.



Setup Fee

A \$1,500 set up fee is required per BLP URL.



Live Duration

BLP URLs remain live for 52 weeks, creating an always on brand destination.



Annual Renewal

After 52 weeks, brands may choose to renew their URL for \$1,500 to maintain continuity.



UPC List

A list of 2-50 UPCs will need to be provided. BLPs allow brand to rank UPCs in priority order.

BRANDED LANDING PAGE

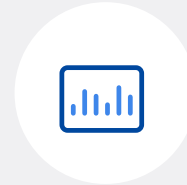
Activation Guide (cont.)

The new Branded Landing Page offering will allow brands to generate a customized URL that can be used as the click-through destination for both onsite and offsite KPM media.



Traffic

- Traffic is only driven to BLPs via KPM Media. Both Offsite and Owned & Operated Media are eligible.
- BLPs cannot be found organically on-site.
- BLPs cannot be found via branded search terms.



Measurement

- At launch, reporting will not be available within KAP for BLPs.



App Enhancements

- BLPs will be compatible within the app experience and will not require a user to sign-in again to add to cart.
- If a user is not logged in to their Kroger account, they will be prompted to log-in after they click add to cart

Branded Landing Page

Live Demo

Q&A

Thankyou.