

KPM LEARNING LAB

# DV360

## Release Training

July 15, 2026

# Housekeeping



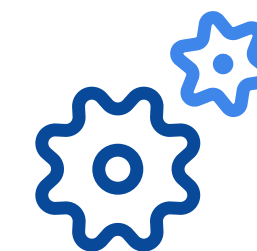
## HAVE QUESTIONS?

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



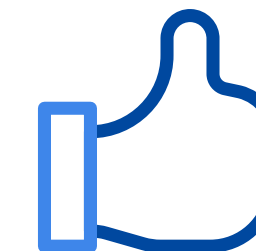
## FOLLOW-UPS

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!



# TODAY'S AGENDA

KPM Direct Connect Overview

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DV360 at KPM

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Activation Guide

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Live Demo of Setup

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Resources & Support

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# KPM Direct Connect

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# Direct Connect

The **next generation** of KPM's self-serve offsite media solutions, built to provide advertisers with **more control, flexibility & transparency**.

- + Create custom, Kroger purchase-based audiences
- + Access segments in your TTD, Yahoo! & DV360 seat
- + Activate segments on campaigns in your TTD, Yahoo!, or DV360 seat
- + Apply your desired quality controls & rail settings
- + Full control over media campaign performance, pacing & optimizations



# KPM Demand-Side Platform (DSP) Partners: Inventory, and Measurement Details

|                                    | Inventory |                    |                    |       |                               |         | Measurement                      |                                                        |                                                            |
|------------------------------------|-----------|--------------------|--------------------|-------|-------------------------------|---------|----------------------------------|--------------------------------------------------------|------------------------------------------------------------|
|                                    | Display   | Online Video (OLV) | Connected TV (CTV) | Audio | Disney Distribution Available | YouTube | Kroger Closed Loop Measurement   | Incrementality Reporting Unlocked at \$100k Investment | Measurement Results Delivered via Kroger Ad Platform (KAP) |
| The Trade Desk (TTD)               | ●         | ●                  | ●                  | ●     | ●                             | ■       | ●                                | ●<br>*Not available for Disney until Q4                | ●                                                          |
| Yahoo!                             | ●         | ●                  | ●                  | ●     | ■<br>*Disney to come!         | ■       | ●                                | ●                                                      | ●                                                          |
| Google Display & Video 360 (DV360) | ●         | ●                  | ●                  | ●     | ■<br>*Disney to come!         | ●       | ■<br>*DV360 is measured via CAPI | ■                                                      | ■<br>*CAPI measurement is found in client's DV360 account  |

# DV360 at KPM

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# DV360 + YouTube

Display & Video 360 (DV360) is Google's demand-side platform (DSP) that allows advertisers to plan, buy, and measure digital media across multiple channels. It integrates data, inventory, and reporting into a single platform to help marketers reach audiences more efficiently and optimize performance in real time.



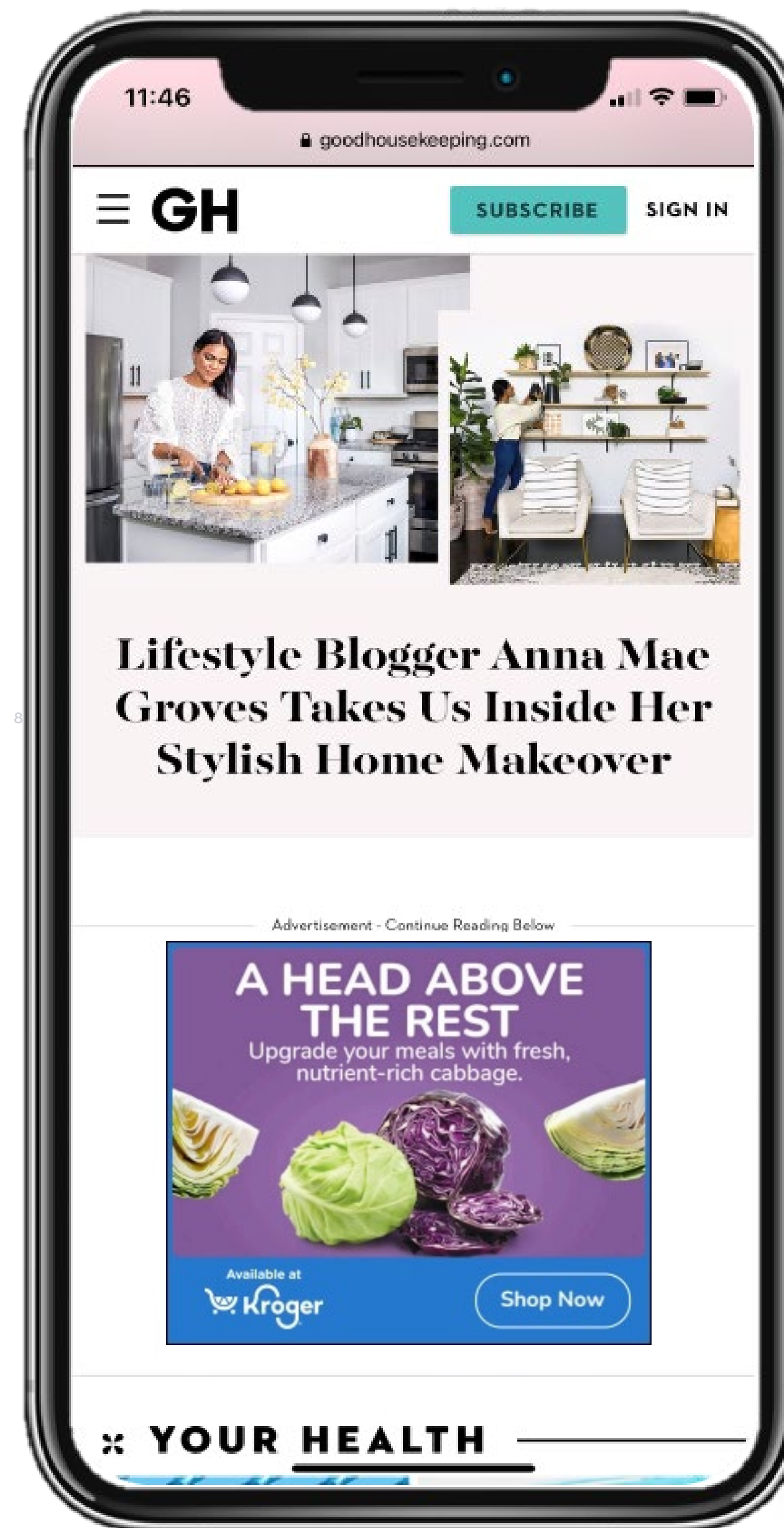
## WHEN?

DV360 self-service is best for clients with in-house programmatic expertise who want direct control over activation, optimization, and pacing. It's particularly effective for omnichannel or CTV-focused campaigns that require flexibility and fast iteration.



## WHY?

DV360 self-service provides transparent, hands-on access to premium display, video, YouTube, audio and CTV inventory at scale. It enables advertisers to efficiently test, optimize, and grow campaigns within Google's integrated measurement and buying ecosystem.



# 64%

OF EXECS USE DV360

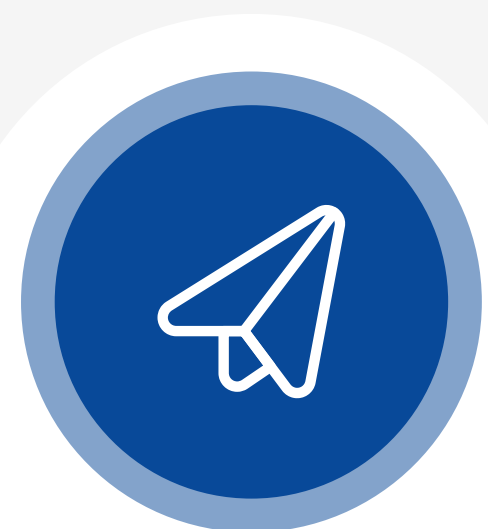
64% of U.S. advertising executives said they used DV360\*

# Reach relevant audiences from the **#1 grocer retailer** & fuel smarter **DV360 campaigns**.



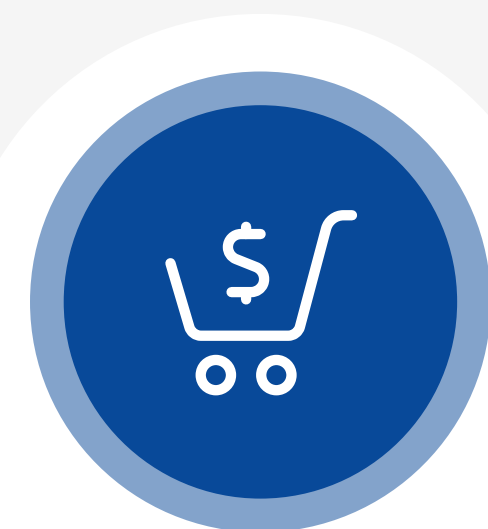
## CUSTOM AUDIENCES

Reach Your Brands  
Most Relevant,  
Valuable Audiences



## SEAMLESS ACTIVATION

Activate on DV360  
Properties including  
YouTube and other  
web inventory!



## DRIVE ACTION

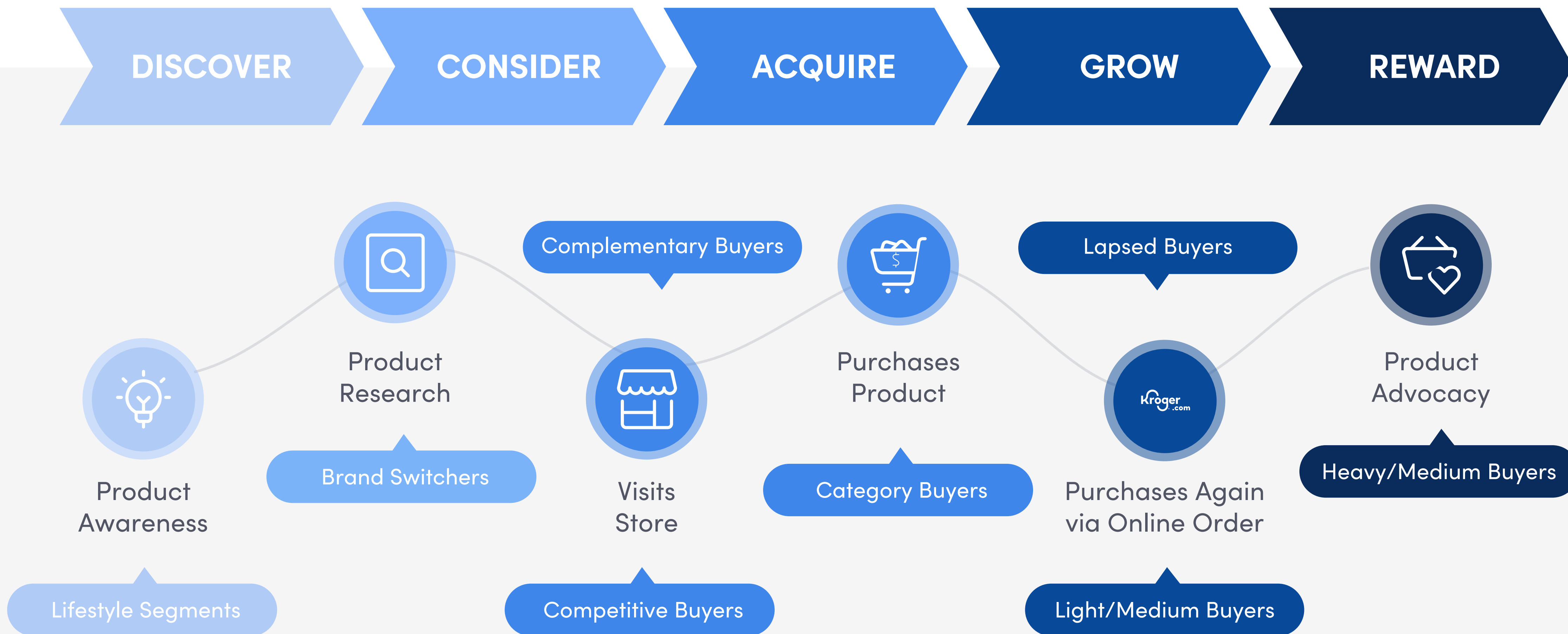
Drive Consumers to  
Take Action & Convert



## OPTIMIZE & MEASURE

Optimize & Measure  
on Campaigns with  
Conversion API (CAPI)

# Tailored Audiences Aligned to Your Business Objective



DV360 AT KPM

# DV360 Measurement: Conversion API (CAPI)

Conversions API (CAPI) is a server-to-server connection that sends sales data (online + in-store) directly to Google for measurement and optimization.

Instead of relying on pixels/cookies, data is sent directly from Kroger systems → Google DV360, making tracking more accurate, privacy-safe, and reliable.

Google

Brands

Kroger insights meet the power and scale of YouTube

Activate Kroger’s **highly-relevant shopper audiences** across YouTube

Measure the precise impact of your spend on Kroger sales with **SKU-level reporting**

New instant report

Penny's Parlor: Commerce media measurement conversion report

Time zone: Advertiser: Jan 1 - Jan 31, 2025

Enter a search term or select filters

| Advertiser Currency | Merchant Name      | Offer Name               | Item ID Sold | Units Sold | Cart Revenue |
|---------------------|--------------------|--------------------------|--------------|------------|--------------|
| USD                 | Groceryland Grocer | Chocolate ice cream      | 123456789    | 1,000      | \$3,000      |
| USD                 | Groceryland Grocer | Strawberry ice cream     | 123456791    | 1,000      | \$4,500      |
| USD                 | Groceryland Grocer | Vanilla ice cream        | 123456793    | 1,000      | \$4,500      |
| USD                 | Groceryland Grocer | Mini chip ice cream      | 123456792    | 1,250      | \$4,500      |
| USD                 | Groceryland Grocer | Rocky road ice cream     | 123456794    | 1,200      | \$3,900      |
| USD                 | Groceryland Grocer | Mango frozen fruit bars  | 123456797    | 1,000      | \$4,000      |
| USD                 | Groceryland Grocer | Cherry frozen fruit bars | 123456794    | 800        | \$3,900      |
| USD                 | Groceryland Grocer | Lime frozen fruit bars   | 123456795    | 800        | \$3,200      |

Advertiser Currency: USD

Advertiser Name: Penny's Parlor

Item ID Sold: 123456789

Units Sold: 1,000

Cart Revenue: \$3,000

Metrics: Ad position, Ad server source, Ad type, Advertiser currency, Advertiser ID, Advertiser integration code, Advertiser status



Conversions tied to impressions (post-view + post-click)

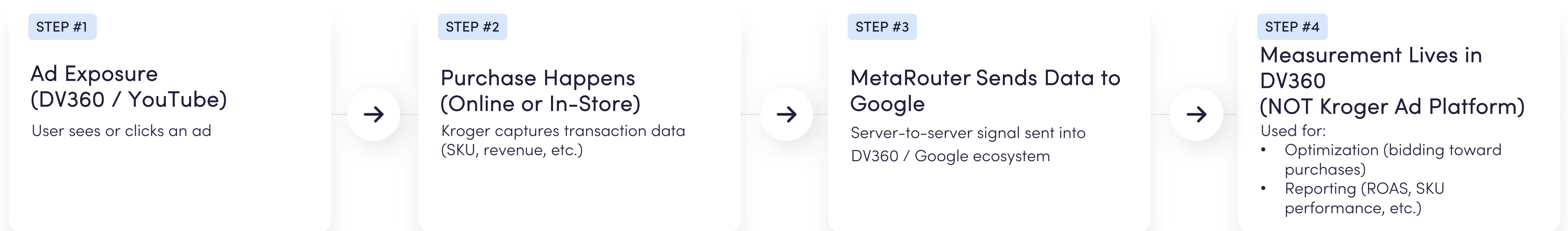


Revenue + SKU-level performance



Stronger optimization signals for campaigns

# CAPI: How it Works



CAPI does not include incrementality at this time.

CAPI is NOT Kroger Measurement. In other words, Kroger is the data provider, not the reporting source.

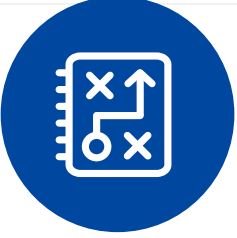
# DV360: Capabilities by Client Type

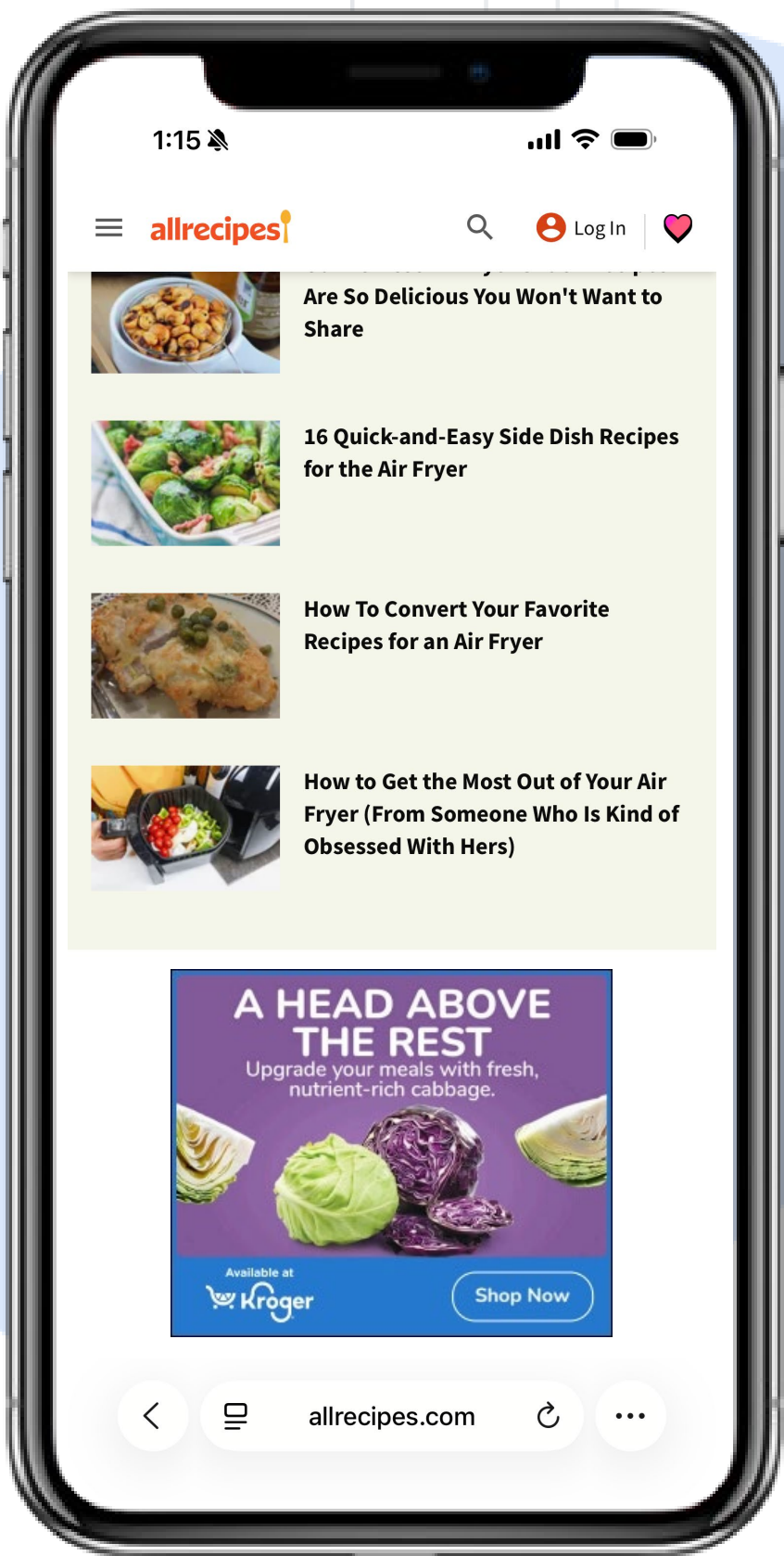
|                                                           |  ENDEMIC |  NON-ENDEMIC |  ALCBEV |
|-----------------------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Eligible to run on DV360 Display, OLV, CTV, and Audio     |          |              |         |
| Eligible to run on DV360 YouTube                          |        |            |       |
| CAPI measurement includes in store and online measurement |        |            |       |

# DV360 Activation Guide

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# DV360 Activation Details

|                                                                                     |                            |                                                                                                                               |
|-------------------------------------------------------------------------------------|----------------------------|-------------------------------------------------------------------------------------------------------------------------------|
|    | <b>PLACEMENTS</b>          | Any channel in DSP, including YouTube. (YouTube is endemic only)                                                              |
|    | <b>LEAD TIMES</b>          | Campaign in-take due 2 weeks prior to launch date                                                                             |
|    | <b>CAMPAIGN DURATION</b>   | 2-12 Weeks                                                                                                                    |
|  | <b>PRICING</b>             | Endemic: 25% of media, \$5 CPM cap<br>Non-Endemic: 22% of media, \$5 CPM cap<br>Measurement:<br>Endemic: 10% of media, no cap |
|  | <b>INVESTMENT MINIMUM</b>  | No budget min. but \$50k is recommended                                                                                       |
|  | <b>OBJECTIVE ALIGNMENT</b> | Awareness<br>Consideration<br>Conversion                                                                                      |
|  | <b>AUDIENCES</b>           | 6 segments max – each segment minimum<br>37.5K HHs – overall segments need to equal 2M HHs                                    |



## AD PLACEMENTS

DV360 is available for all Direct Connect opportunities in the Offsite Programmatic world including Display, OLV, Audio, YouTube (endemic only), and CTV.

## CREATIVE ASSETS

KPM is not responsible for the creative QA, submission or approval of DC creative. Clients can re-use Managed Service Display creative for their DC campaigns, but KPM will not assist in the bannerization, QA or submission of creative for DC.

*YouTube & Non-YouTube Creative: co-branding is recommended but not required.*

## CLICK THROUGH

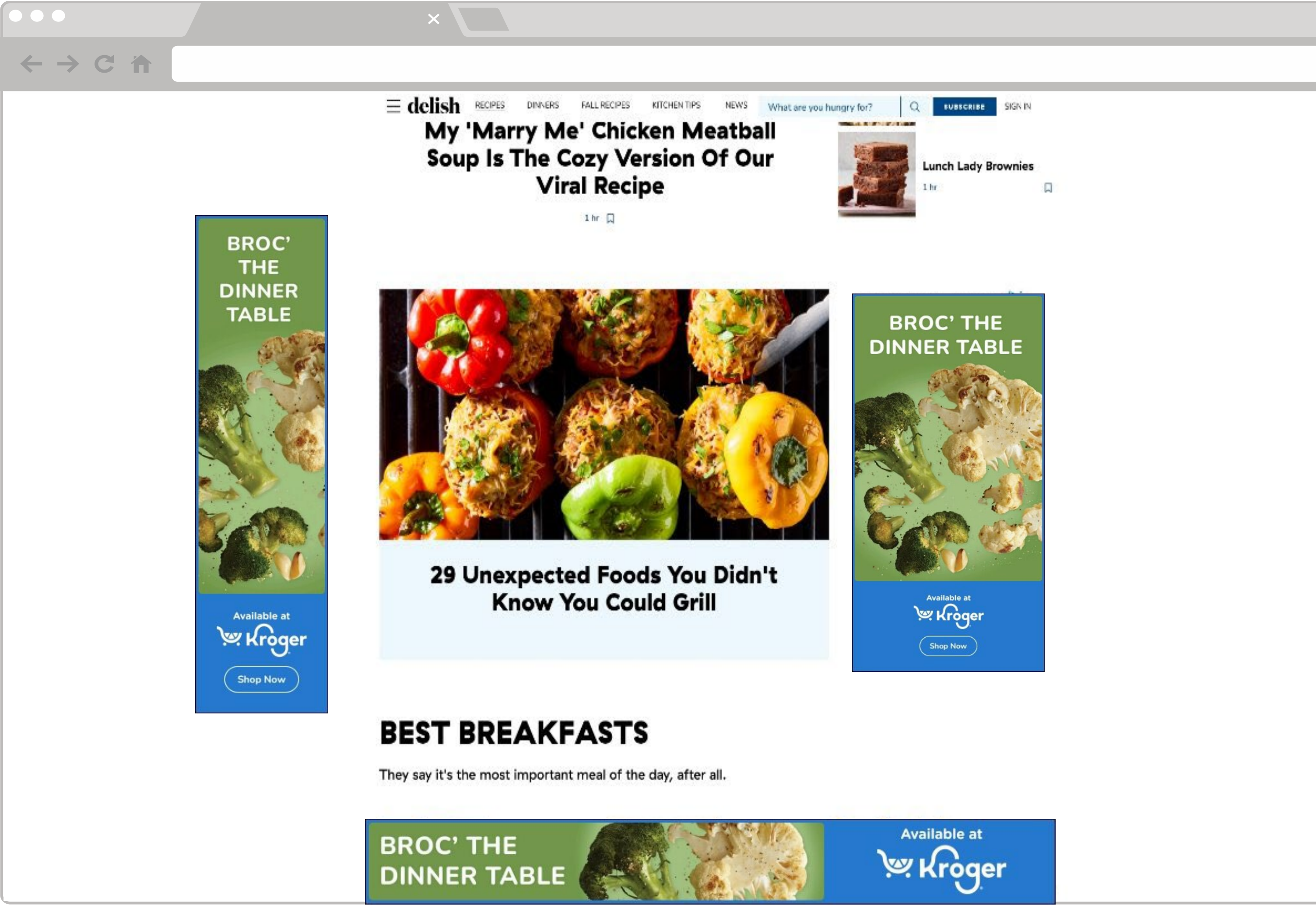
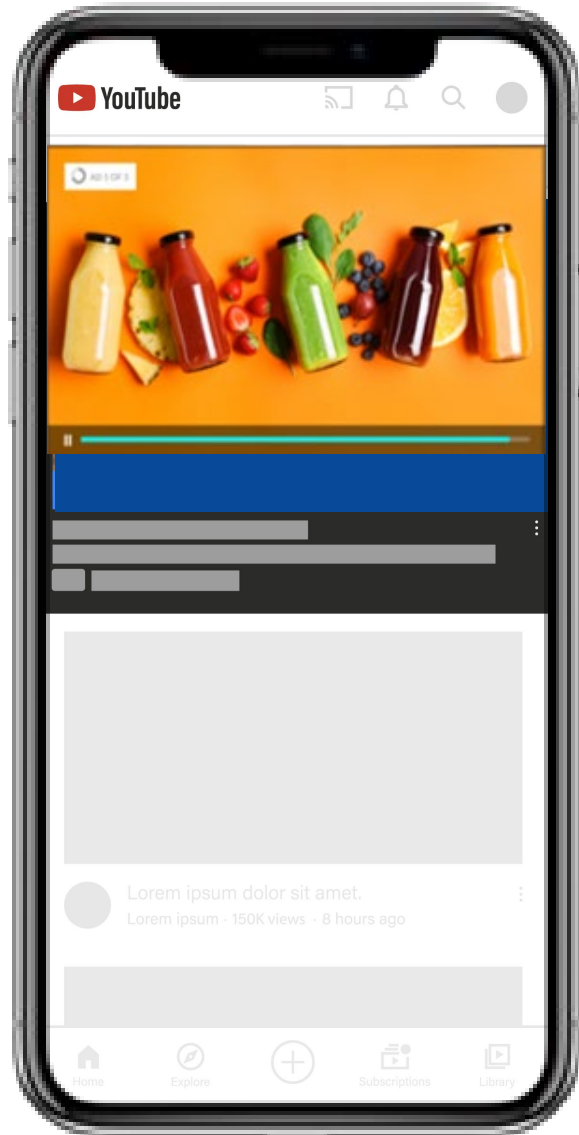
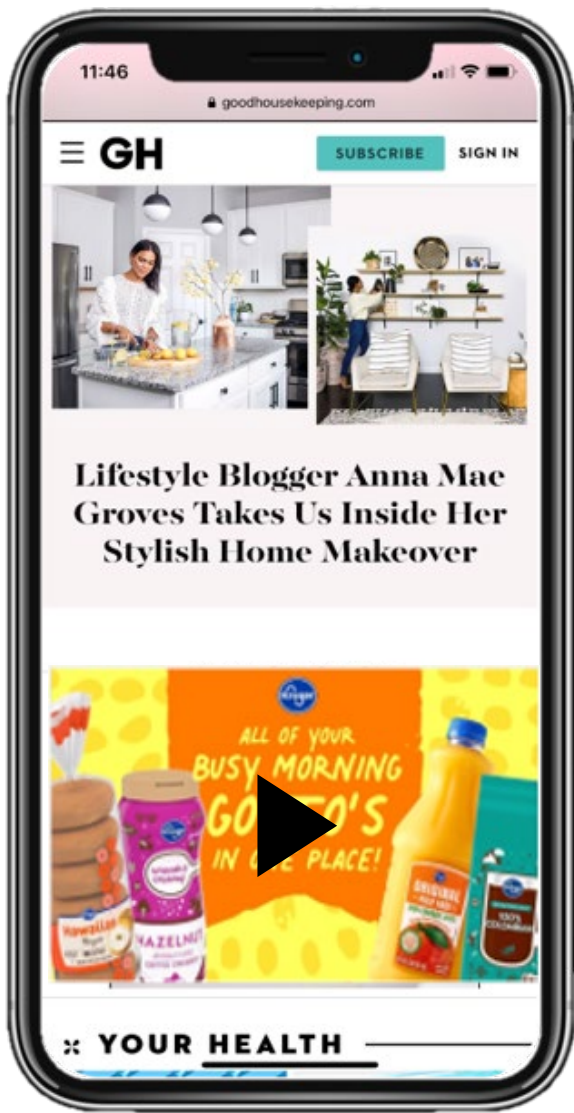
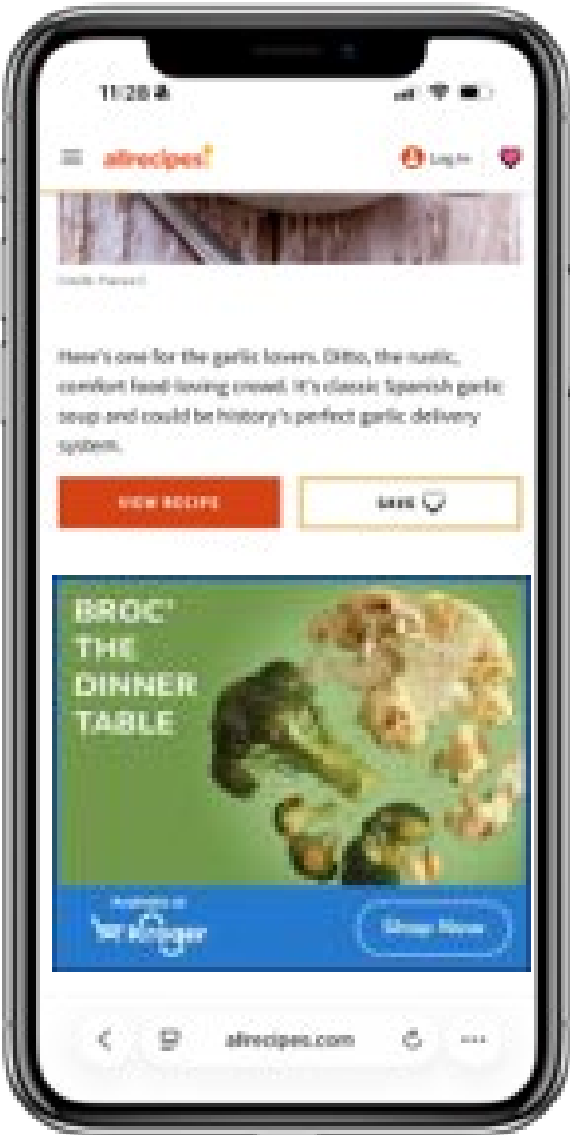
If requested, our team can provide banner click-thru URLs from a previous campaign for Direct Connect. Clients also have the option to request a custom curated product list to support their campaign. Click-thru destinations can include search pages, curated product lists, campaign pages, or brand shops just not competitor pages.

*YouTube Inventory - Landing Page: URL must click out to Kroger.com or a Kroger family store site.*

*Non-YouTube Inventory - Landing Page: URL can click out to any landing page except a competitor site.*

# Visual Examples

With DV360, you can run campaigns across display, online video, connected TV (CTV), audio and Youtube channels, helping you reach audiences wherever they consume content.



# Live Demo

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# Resources & Support

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# Looking for additional support?

Check out the [Kroger Ad Platform Learning Center](#) for how-to guides and other helpful resources.

Ask your Client Success Manager for the DV360 Activation Guide.

DOCUMENTATION

About ▼

How to ▲

Use ▼

Create/Complete ▲

Offsite ▲

Create an Offsite Campaign

Create a Direct Connect Meta Activation

Create a Direct Connect TTD Activation

Create a Direct Connect Yahoo Activation

Onsite ▼

In-Store ▼

How to > Create/Complete > Offsite > Create an Offsite Campaign

✕ ↗

## Create an Offsite Campaign

How-to | Last updated: 3/9/2026 | Learn how to create an Offsite Campaign (Activation)

There are a few parts where you'll need to enter information about your Offsite Campaign. To start the creation process, you need to select your buying platform.

To learn more about each Activation buying platform, see:

- [Direct Connect - Meta](#)
- [Direct Connect - The Trade Desk](#)
- [Direct Connect - Yahoo](#)

### Select buying platform

1. Go to Campaigns.
2. Click Offsite.
3. Click Create Activation.
4. Use the dropdown to select the buying platform you want for your Activation.
  - Meta
  - The Trade Desk
  - Yahoo Ads

ON THIS PAGE

Select buying platform

Modify Contacts

Add roles

Assign contacts

Edit contacts

Related topics

Learn more

DOCUMENTATION

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Create an Offsite Campaign

Create a Direct Connect Meta Activation

Create a Direct Connect TTD Activation

Create a Direct Connect Yahoo Activation

How to > Create/Complete > Offsite > Create a Direct Connect TTD Activation

✕ ↗

## Create a Direct Connect TTD Activation

How-to | Last updated: 3/11/2026 | Learn how to create a Direct Connect - The Trade Desk (TTD) Activation

ⓘ This Activation is currently in Beta Testing, so content in the Learning Center and in the Kroger Ad Platform UI is subject to change.

There are many parts of a Direct Connect - The Trade Desk (TTD) Activation where you'll need to enter information. Each specific part has its own set of instructions and details.

### Enter Buying Platform information

1. Enter your The Trade Desk IDs:
  - TTD Partner ID

ON THIS PAGE

Enter Buying Platform information

Enter Details

Enter Spend & Flight information

Enter Promoted Products

Create a Curated Product List

Create Click-through URLs

Download KPM Marketing Assets

Add Audience

SURVEY

## Ensure we can **serve you better.**

To constantly improve our client education experiences and trainings, we ask that you please take this **2-minute survey**.

Answering these 5 questions helps us understand what you find valuable about this learning experience. This ensures we do an even better job on our next training session together!

Follow the QR code  
or the link in the Q&A.



**Thank** **you.**