



KPM LEARNING LAB

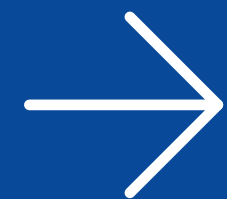
# Programmatic Audio

## Launch Training

September 10th, 2025



# TODAY'S AGENDA



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Programmatic Audio Overview &  
Activation Guide

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Programmatic Audio Intake Process

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Measurement & Reporting Overview

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Creative Overview

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Creative Services w/ Pandora

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Q&A

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# Housekeeping



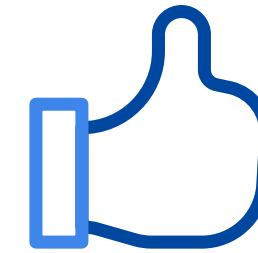
## HAVE QUESTIONS?

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 Prism Learning Center following the conclusion of this session.



## 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?

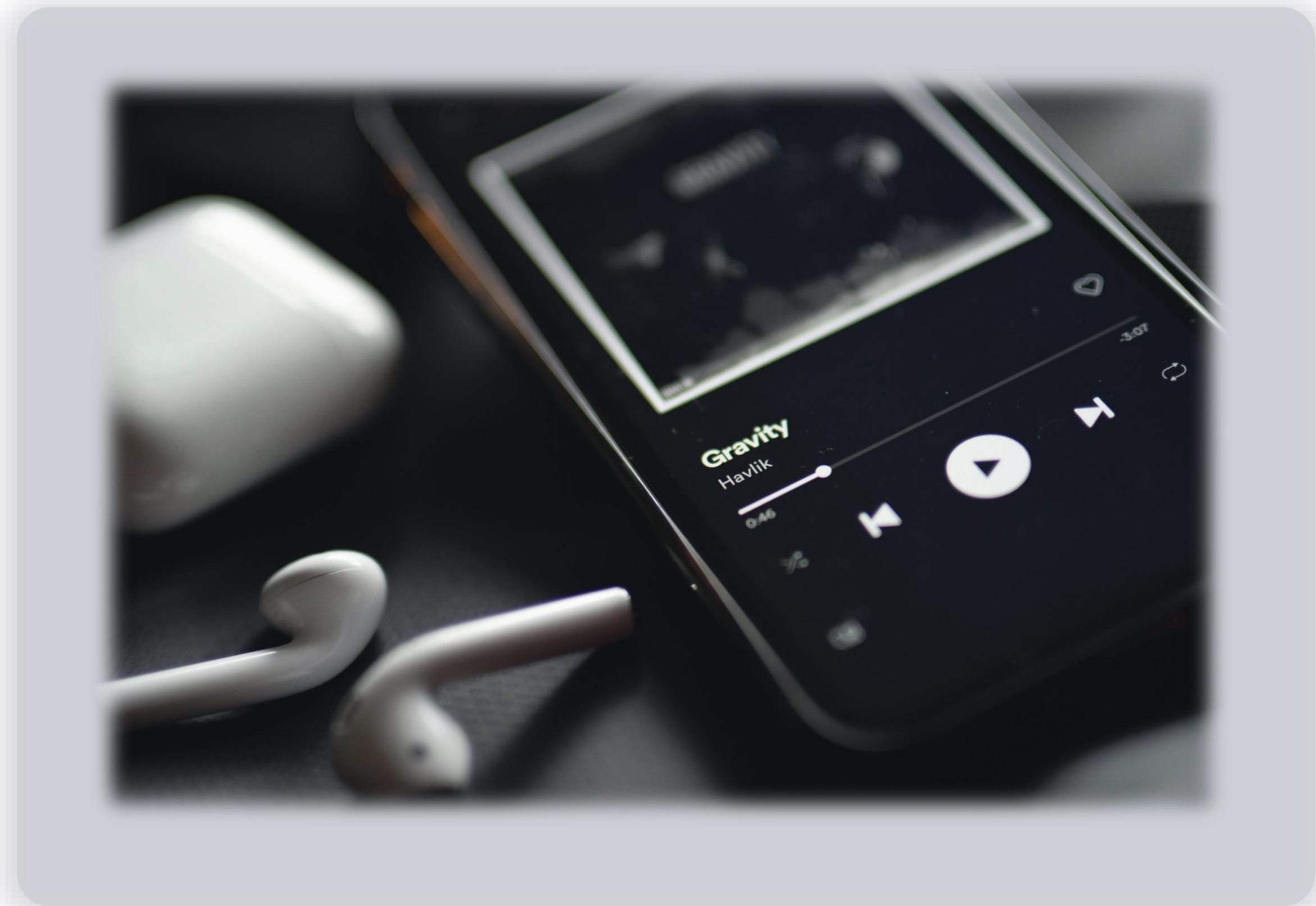
Please visit the [Prism Learning Center](#).

WHAT IS AUDIO?

# Streaming Audio

Streaming audio refers to digital audio content delivered over the internet, accessed through platforms like Spotify, Pandora, or iHeart on smartphones, smart speakers, computers, and car audio systems.

It provides personalized, on-demand, and live audio experiences, including music and podcasts, making it a fast-growing and versatile channel for media consumption.



# Programmatic Audio

## Overview

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PROGRAMMATIC AUDIO OVERVIEW

# Managed Service Programmatic Audio

Managed Programmatic Audio expands our current offering beyond direct, single-channel buys.

All inventory will now be purchased programmatically via The Trade Desk, enabling you to reach Kroger customers with premium audio ads on top streaming platforms and optional podcast inventory when other digital formats cannot.



## INVENTORY & REACH

Invest in pre-packaged bundles of premium streaming audio publishers to reach Kroger 1P audiences wherever they may be listening to their favorite content.



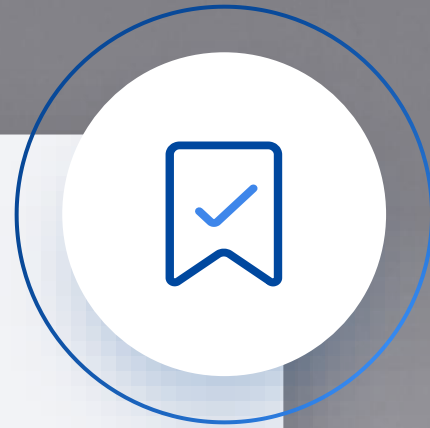
## AD FORMATS

15- or 30-second audio ads with clickable companion banners.



## IN-HOUSE BUYING

Allow KPM's award-winning buying team manage your audio campaigns to maximize brand awareness, efficiently reach engaged audiences, and optimize to your performance and strategy goals.



## PROGRAMMATIC AUDIO OVERVIEW

# Why Programmatic Audio?

Audio seamlessly integrates into daily life, engaging audiences across streaming services and connected devices. Through music and podcasts, audio ads captivate listeners in screen-free moments, using voice and sound to enhance brand recall and drive action through emotional connections.

**32%**

Of the average consumer's digital time spent each day is with audio.

**231M**

Projected digital audio listeners in the US in 2025.

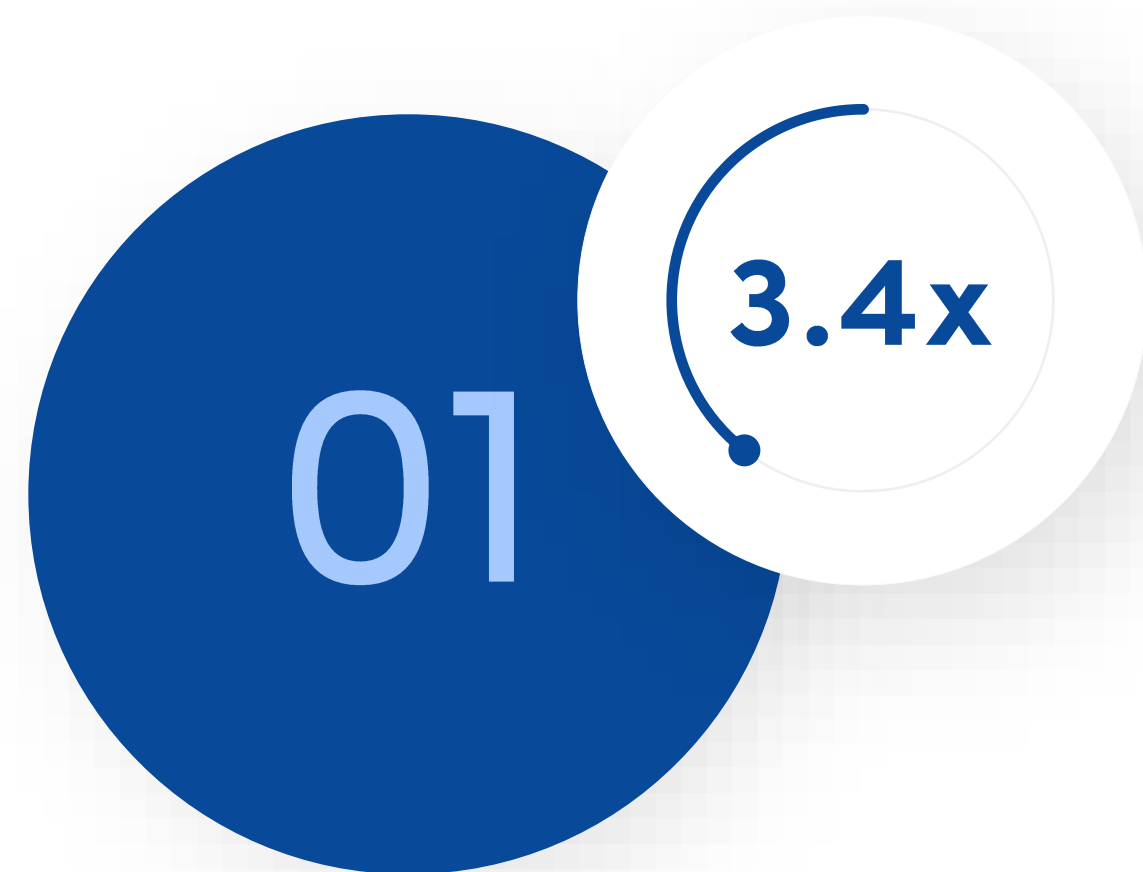
**79%**

Audio consumption that takes place while people are engaged in activities where visual media cannot reach them.



# Why Programmatic Audio?

*Audio's role in omnichannel advertising*



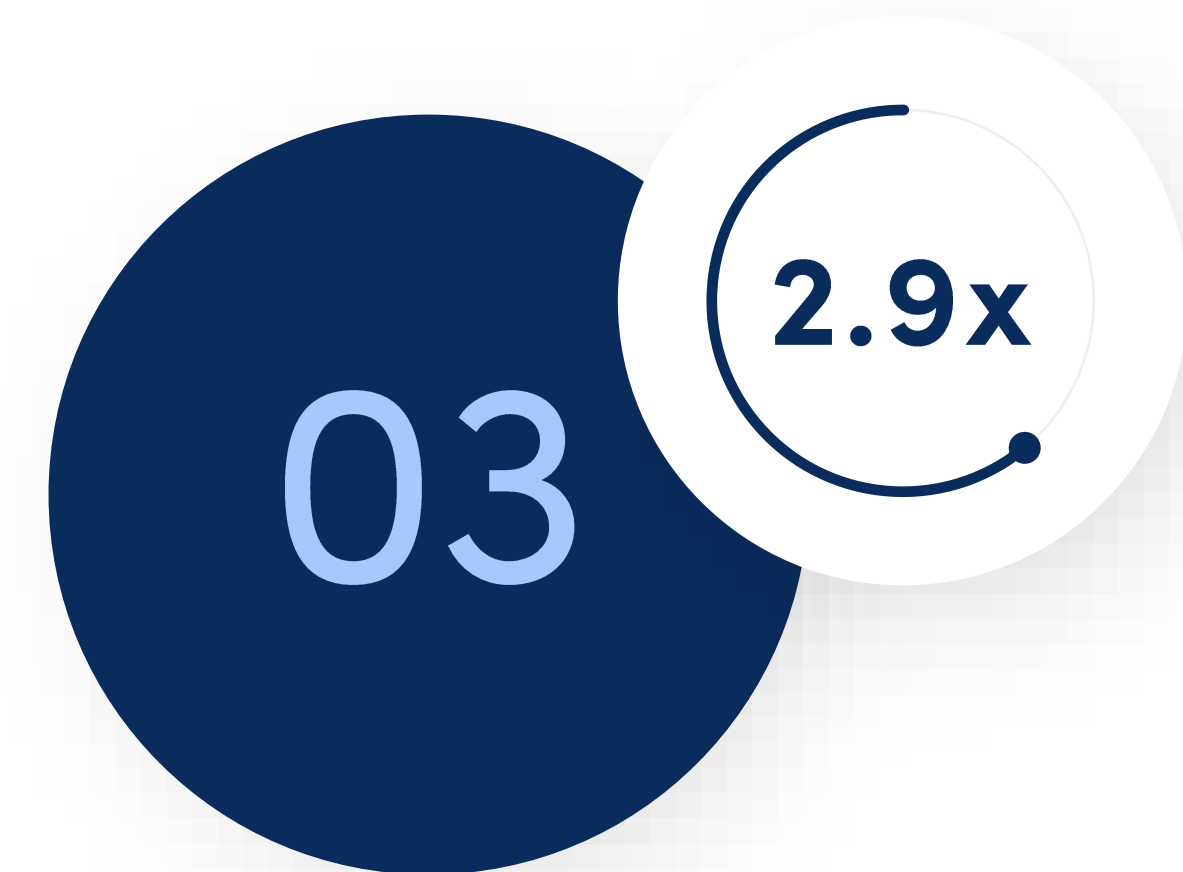
## GREATER CONNECTION

Audio drives a higher connection which means a stronger ability to build brand affinity.



## GREATER IMMERSION

Audio is more immersive which means your message is almost twice as likely to be understood and internalized.



## LESS COGNATIVE LOAD

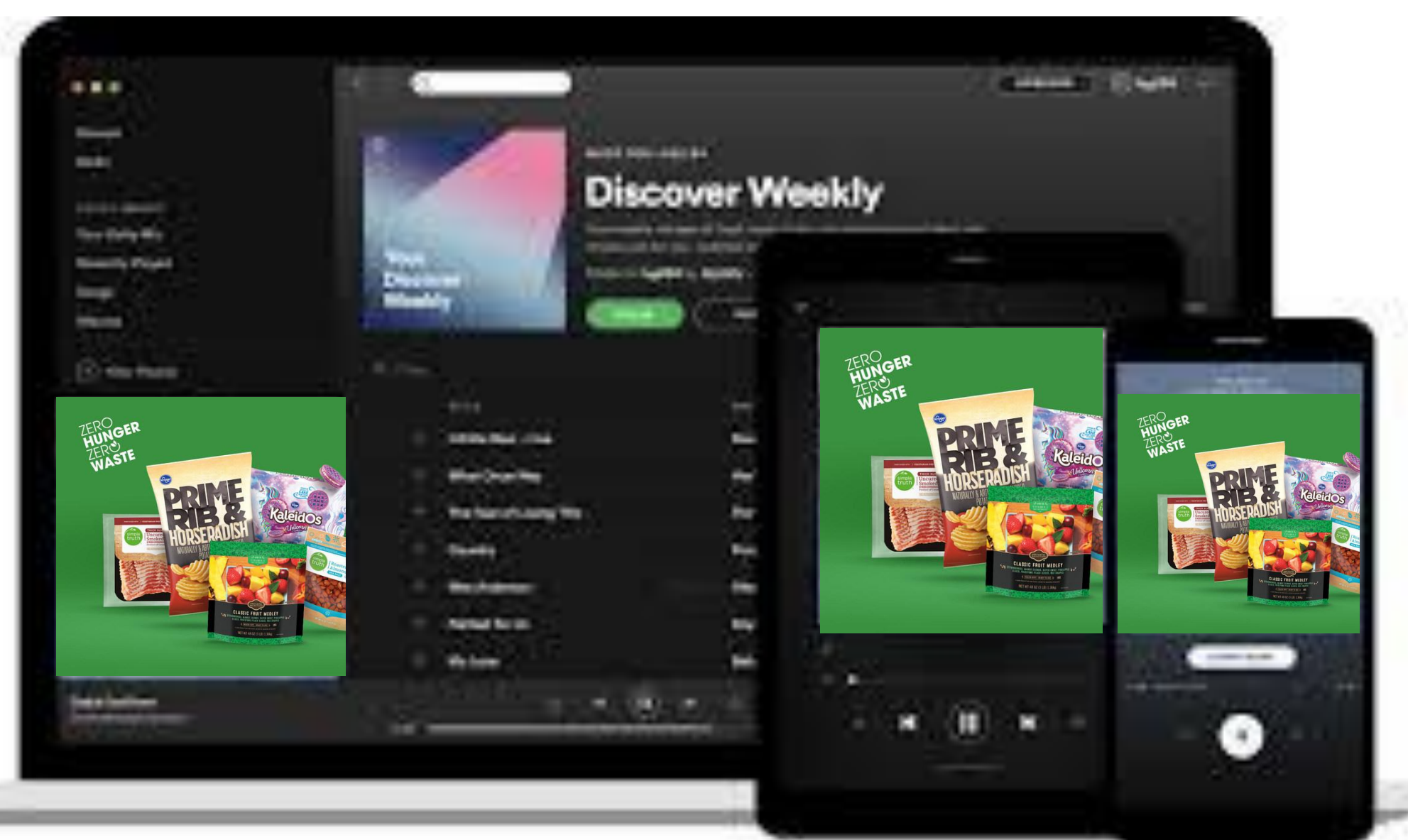
Audio requires almost three times less mental effort to understand your message.



# Where Ads Appear

## AUDIO + COMPANION BANNER

## AUDIO ONLY



DESKTOP

TABLET

MOBILE



HOME DEVICES



CONNECTED CARS

Audio ads reach listeners at peak attention moments between songs and podcast segments, driving focused engagement. Available in 15- or 30-second spots, they run across mobile, desktop, tablets, smart speakers, and connected cars.

# Delivering Ads – Streaming Inventory Overview

**pandora**®



## DYNAMIC INVENTORY, OPTIMIZED FOR SUCCESS

Prior to launch, KPM diligently evaluated publishers to identify inventory that best supports **campaign delivery, scale, and performance.**

### Key Considerations:

- Partner mix may change without written notice
- Current scope includes but is not limited to listed partners
- Delivery across all listed partners is not guaranteed



### PRE-PACKAGED BUNDLE

Inventory is managed as a pre-packaged bundle curated to drive campaign efficiency, performance, delivery, and reach.



### AUDIENCE-FIRST

Campaigns are optimized to deliver where target consumers are streaming rather than based on individual publisher selection.



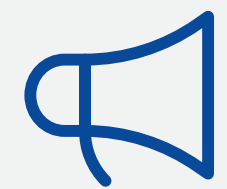
### SUPPLY-PATH OPTIMIZATION

Included publishers are continually assessed on select factors to ensure efficiency and efficacy of our supply paths.

PROGRAMMATIC AUDIO OVERVIEW

# Delivering Ads – Optional Podcast Inventory

Podcast ads are dynamically inserted into on-demand episodes and reach listeners during intentional, screen-free moments—like commuting, exercising, or unwinding. These high-attention environments create deeper engagement and stronger message impact.



## LOW AD CLUTTER

Fewer competing messages mean more voice-share for your brand.



## HIGH ENGAGEMENT

96% of podcast listeners responded that they are fully engaged and 69% listen with no other media in the background<sup>1</sup> allowing for stronger message retention.



## TRUSTED ENVIRONMENT

31% of podcast listeners said they **highly** trust ads heard on podcasts<sup>1</sup> offering the opportunity to build long-term brand credibility.



# Streaming + Podcast: A Complementary Strategy

*Pairing both formats creates a full-funnel audio strategy—delivering reach through streaming and resonance through podcast.*

	Streaming Audio	Podcast
Listening Mode	Daily soundtrack, passive moments	On-demand, focused consumption
Audience Mindset	Multitasking, ambient listening	Intentional, engaged, solo listening
Ad Experience	Integrated into music streams	Low ad load, greater brand voice-share
Best Use Cases	Driving reach, frequency, broad scale	Reinforcing brand message in high-attention moments
Strategic Value	Delivers consistency and volume	Delivers depth, trust and impact



# Why Programmatic Audio with KPM?

Access premium inventory, real-time optimizations, and unified reporting to better reach shoppers where they're actively listening.



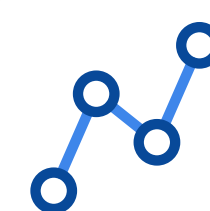
## AUDIENCE-FIRST

Campaigns tailored to meet shoppers where they're already spending time — their favorite streaming platforms and podcasts.



## CONTROL & FLEXIBILITY

Real-time control over targeting, optimization, and budget allocation. Adjust on the fly to maximize performance.



## ENHANCED SCALE

Unlock access to a wide range of premium inventory across devices and publishers — all within a single platform.



## PREMIUM INVENTORY

Lean on the pre-vetted publisher bundles focused on your campaign performance to drive efficient success.



## CONSISTENT MEASUREMENT

Unified tracking across programmatic channels for easier validation, accurate billing, and reduced reliance on partner-reported delivery.



## GREATER TRANSPARENCY

Track pacing, delivery, and performance metrics in near real-time. Know exactly what's running and how it's driving success for your business.

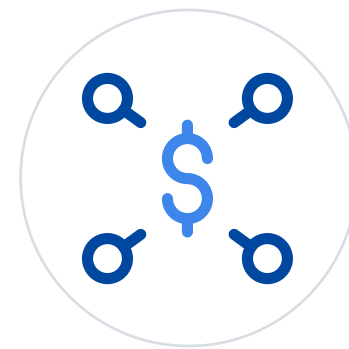
# Activation Details for Managed Programmatic Audio



## LEAD TIME & CAMPAIGN DURATION

4 Week Lead Time –  
aligning to all other  
programmatic channels

4-12 Week Campaign  
Duration



## PRICING & MINIMUMS

*Programmatic Audio is **NOT** subject  
to seasonal rate increases for 2025!*

### Channel Minimum:

\$50,000

### Pricing:

Audio Basic: \$19 CPM

Audio Premium: \$22 CPM  
(includes Podcast inventory)



## AUDIENCE DETAILS

- Max 5 audience segments
- Built using Kroger's 1P shopper data
- Custom and pre-built audiences available



## CREATIVE & TAGGING

- Creative specs can be found [here](#)
- Creative Services available through KPM's partnership with Pandora
- Tagging guidelines can be found [here](#)

# Programmatic Audio

# **Intake Process**

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PROGRAMMATIC AUDIO INTAKE

# Campaign Details Needed

The following information will be requested when inputting your campaign within the Prism platform.

CAMPAIGN SPECIFICS		CHANNEL SPECIFICS	
Campaign Background		Campaign Start + End Date	Frequency
Co-Branded w/ Kroger (Y/N)		Measurement UPCs	Audience Details*
Campaign Contacts		Click-Through Destination	Tagging Details
PO#/Additional Billing Details		Podcast Inventory (Y/N)	Creative Services (Y/N)
		Budget	Creative Versions

\*Programmatic Audio campaigns utilize Prism Custom Intelligent Audiences – work with your KPM account team to plan and size your audiences for these campaigns.



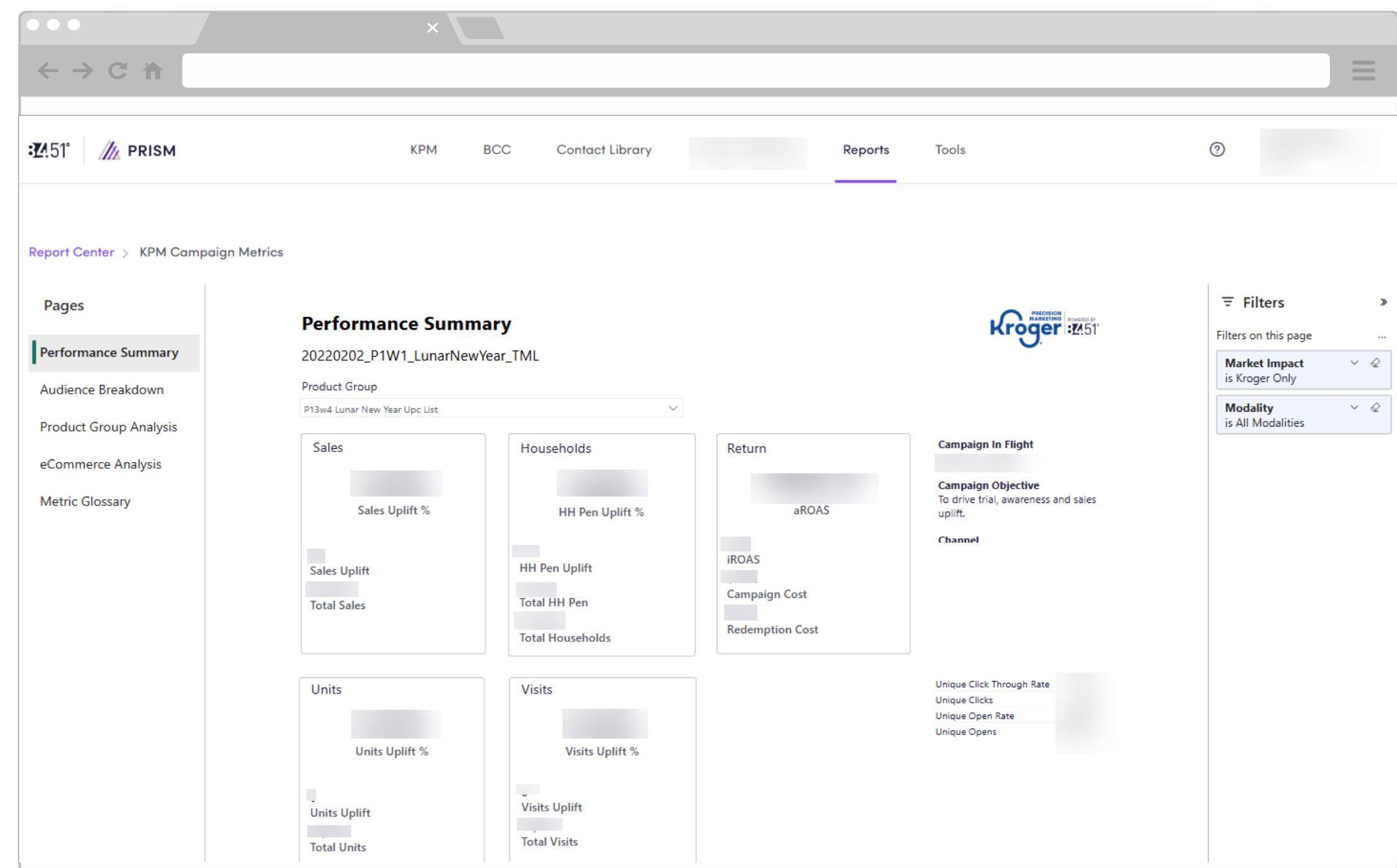
# Programmatic Audio

# **Reporting & Measurement**

PROGRAMMATIC AUDIO MEASUREMENT

# Measuring Audio Impact

Programmatic Audio campaigns will receive the same comprehensive measurement reporting offered across other KPM managed service campaigns and the ability to include Audio in Precision View cross-channel measurement.



CHANNEL	IN-FLIGHT MEDIA METRICS	POST-CAMPAIGN MEDIA METRICS	POST-CAMPAIGN MEASUREMENT
		<i>Delivered 2-3 weeks post-campaign</i>	<i>Delivered 10-12 weeks post-campaign</i>
Managed Service Programmatic Audio	<ul style="list-style-type: none"><li>• Impressions</li><li>• Clicks</li><li>• CTR</li><li>• Completion Rate</li><li>• Viewability</li></ul>	<ul style="list-style-type: none"><li>• Impressions</li><li>• Completion Rate</li><li>• Viewability</li><li>• Clicks</li><li>• CTR</li><li>• Attributable \$Sales</li><li>• aROAS</li></ul>	<ul style="list-style-type: none"><li>• aROAS</li><li>• iROAS</li><li>• Total \$Sales and Uplift</li><li>• Total HH Penetration and Uplift</li><li>• Total Visits and Uplift</li><li>• Total Units and Uplift</li></ul>

# Programmatic Audio

## **Creative Overview**

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# NEW Programmatic Audio Creative Offer



## AUDIO CREATIVE DEVELOPMENT

### **COST: \$2,750**

1 Free creative set included with campaign spend of \$150,000+

### **What's included?**

- Professional audio production
- Audio banner sets for all 11 Kroger enterprise banners
- Licensed for use across programmatic audio publishers (e.g. Spotify, iHeart, etc.)



## CREATIVE PROCESS

1

**AUDIO INTAKE:** Once approved in Prism, KPM team will send audio intake form needed by Pandora for client completion.

2

**COMPANION BANNER:** Clients are responsible for submitting companion banner creative. Pandora will bannerize for each applicable Kroger banner\*.

\*Excludes animated companion banners.



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# Programmatic Audio

## **Creative Overview**

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# The power of audio. Amplified.

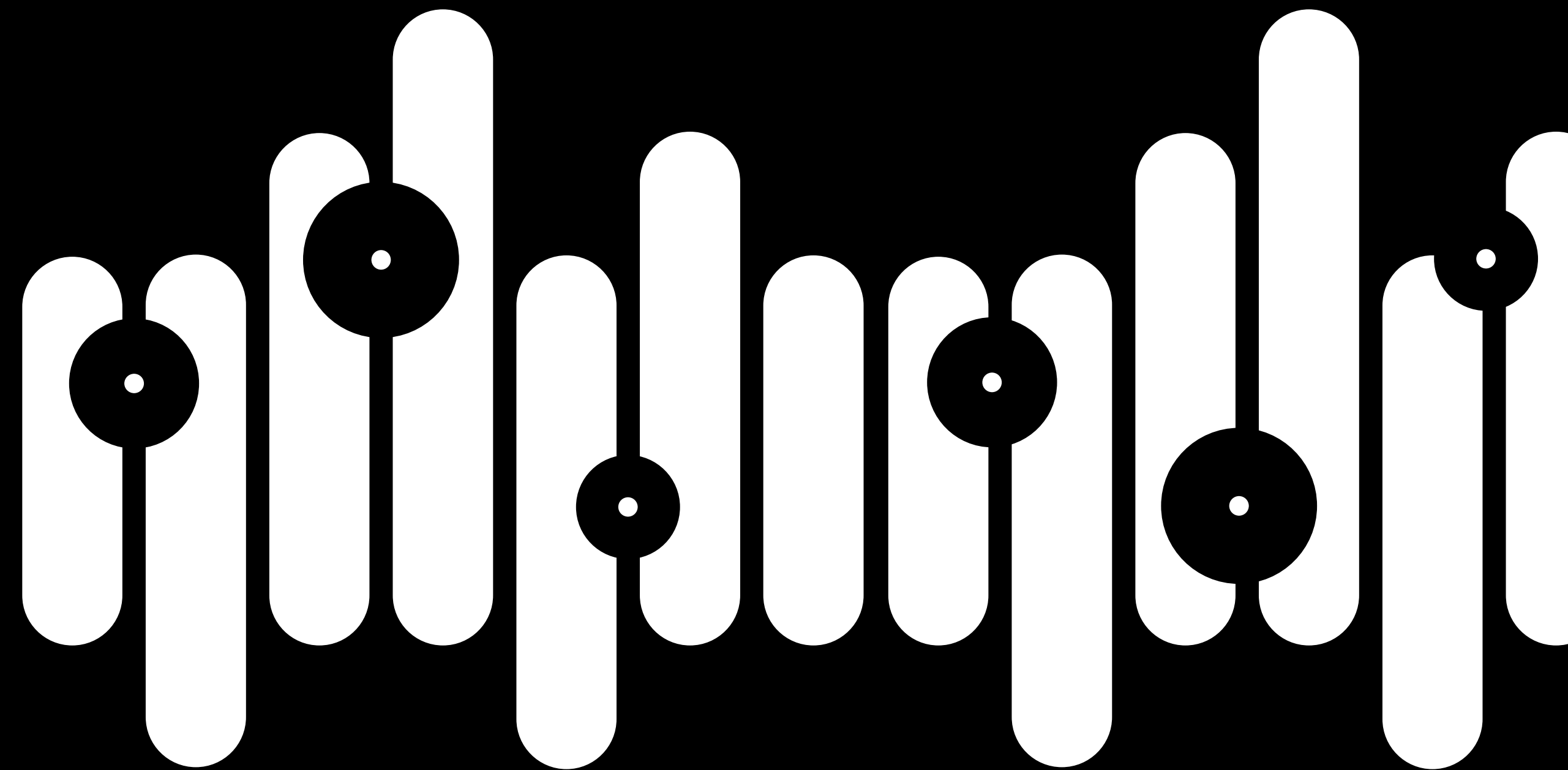
**Steve Keller**  
Sonic Strategy Director | Studio Resonate

# Sonic strategy

- **Sound Science**
- **Sound Art**
- **Sound Decisions**



# Valuing creative



- **Data alone isn't enough.**
- **Programmatic finds the audience. Creative makes them listen.**
- **Resonate broadly but connect personally.**

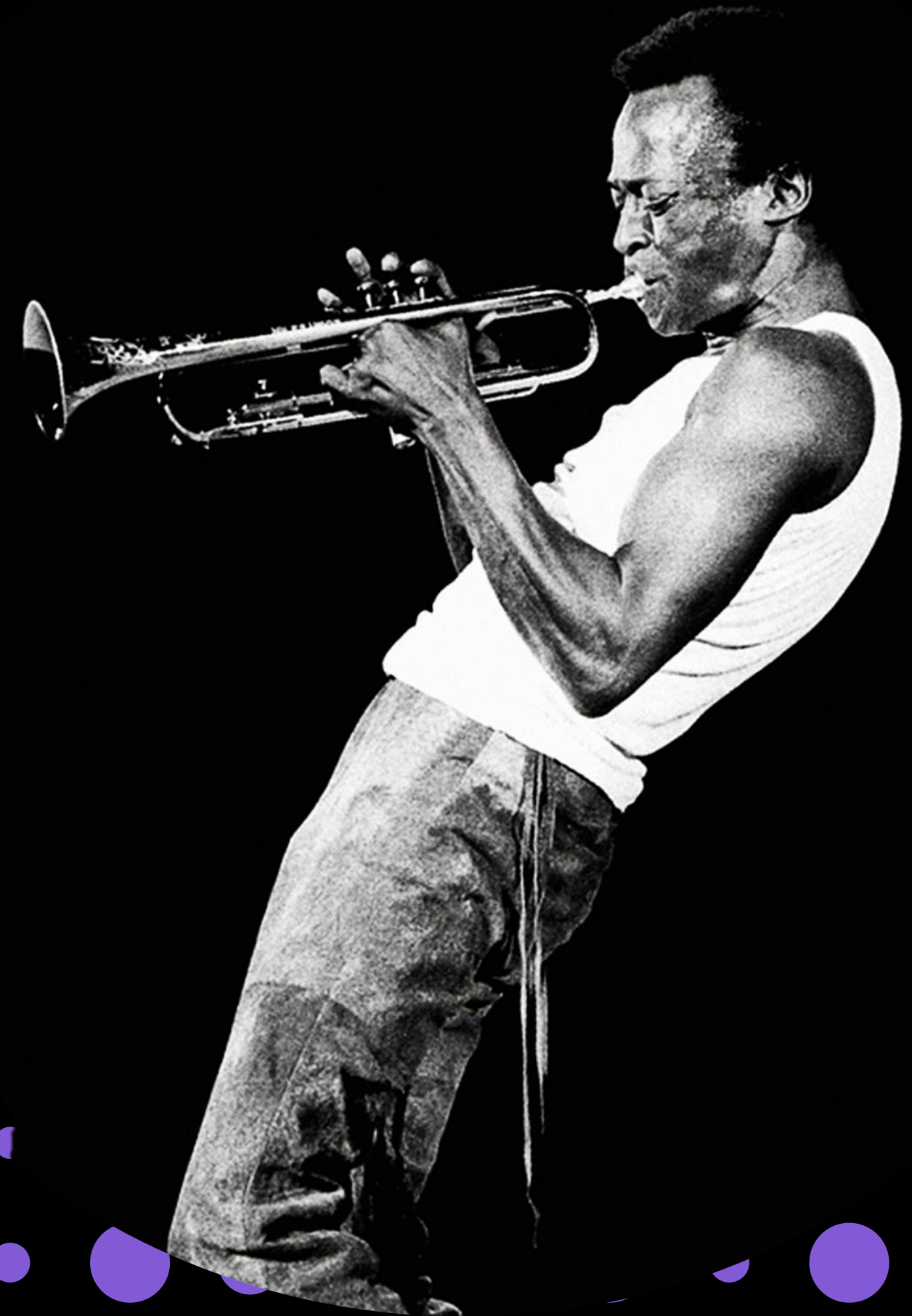


# Next Practices



**“Don’t play what’s there.  
Play what’s not there”**

- Miles Davis





# Next Practices

- **Design with audio from the start**
- **Go long: Memory is money**
- **Lean into distinctive sonic assets**
- **Optimize for context and attention**
- **Measure what matters**



## The Studio Resonate advantage

We're a diverse team of 50, changing the audio game from pitch to production

Grammy-winning producers  
and musicians



Experienced strategists



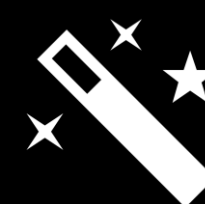
Specialized creative directors



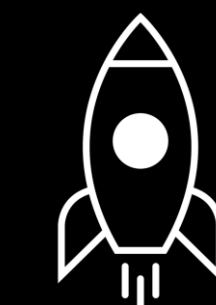
Sonic storytellers



Talent whisperers



Skilled wordsmiths



Voice experts



Dynamic designer developers

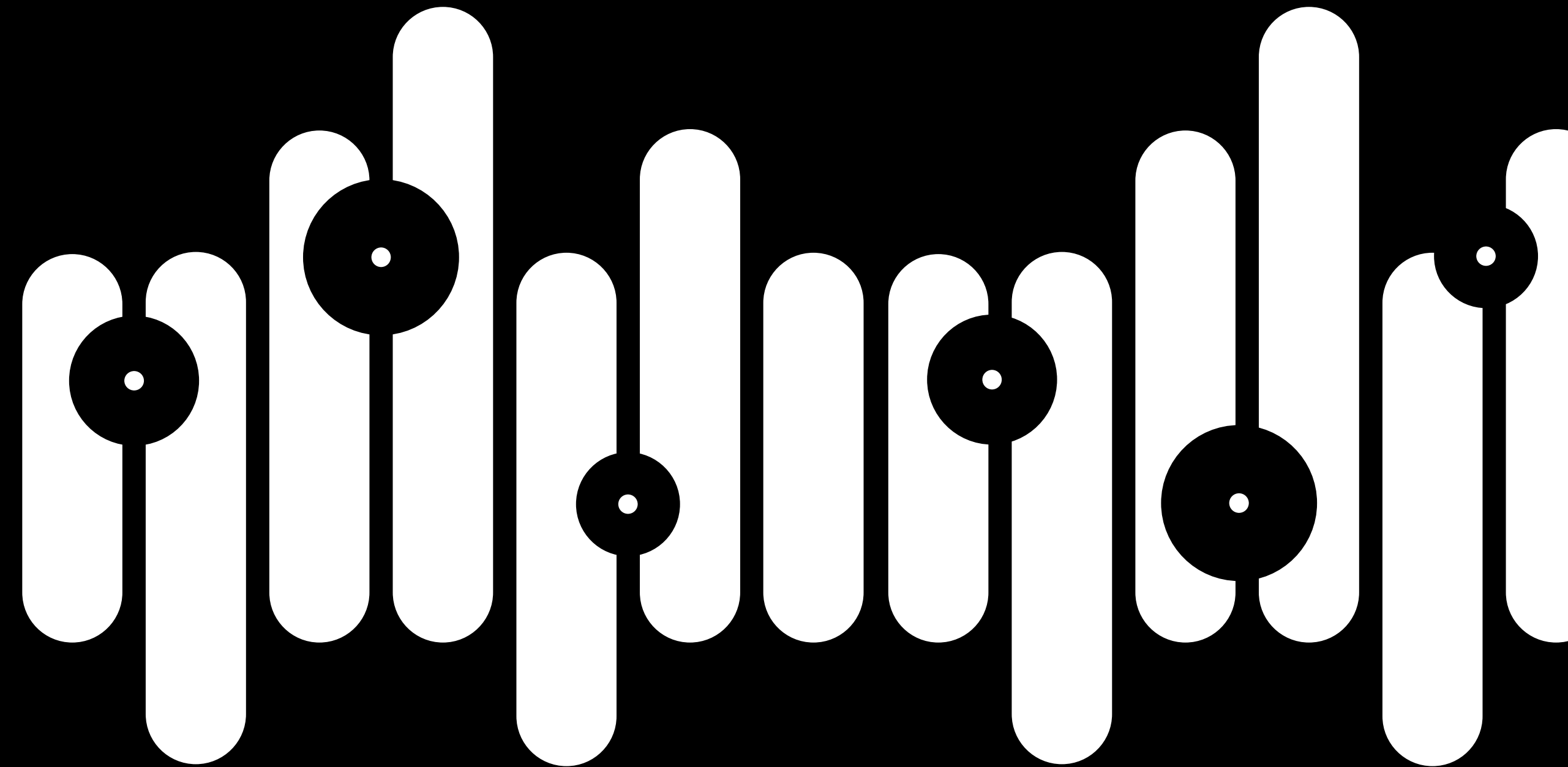


--- and a world class operations  
team making it all happen



## The Studio Resonate advantage

- **Future-proofed**
- **Purpose-built**
- **Memorable**
- **Human**
- **Professionally produced**
- **Rich, multi-sensory experiences**
- **Ahead of the curve and pre-launch optimized**



# Where to from hear?

Sonic strategy doesn't start  
with your ears.

**It starts with what's  
between them.**





# Sound thanks!

**Steve Keller**  
Sonic Strategy Director | Studio Resonate  
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**SiriusXM**  
Media

 **studio**  
**resonate**





**Thank**  
**you.**