

KPM LEARNING LAB

Direct Connect in the Kroger Ad Platform

TTD & Yahoo Release Training

Get up to speed on the newest way to activate Direct Connect campaigns – powered by KAP

Housekeeping



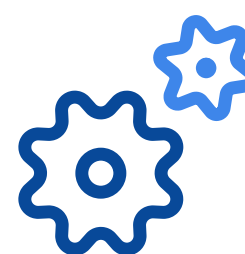
HAVE QUESTIONS?

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



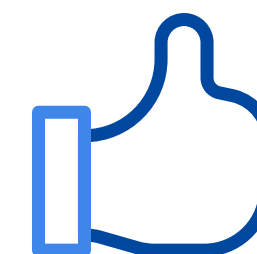
FOLLOW-UPS

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](#).

TODAY'S AGENDA



KPM Direct Connect

Introducing: Direct Connect in the Kroger Ad
Platform – The Trade Desk & Yahoo

Activation Guide

Live Demo of Setup

Roles & Responsibilities

Resources & Support

KPM Direct Connect

Come activate with us!

Kroger is America's #1 grocery retailer

62+ million
households shopping

95%
Of sales captured

4+ billion
transactions annually

Top 10
US e-comm company

40+ million
monthly site visitors

11+ million
daily customers

2,700
store locations

Baker's

CityMarket

Copps

Dillons

Food 4 Less

Foods Co

Fred Meyer

Food Stores
Fry's

Gorbes

Harris Teeter

HOME CHEF

JayC
FOOD STORES

KING
Scoop

MARIANO'S

metro
market

Murphy's

Pay Less
Super Markets

Pick 'n Save

QFC
Quality Food Centers

Ralphs

Ryler
Foods

Smith's

Kroger's loyalty
program captures
95% of sales
resulting in robust
data for audience
curation and
measurement.



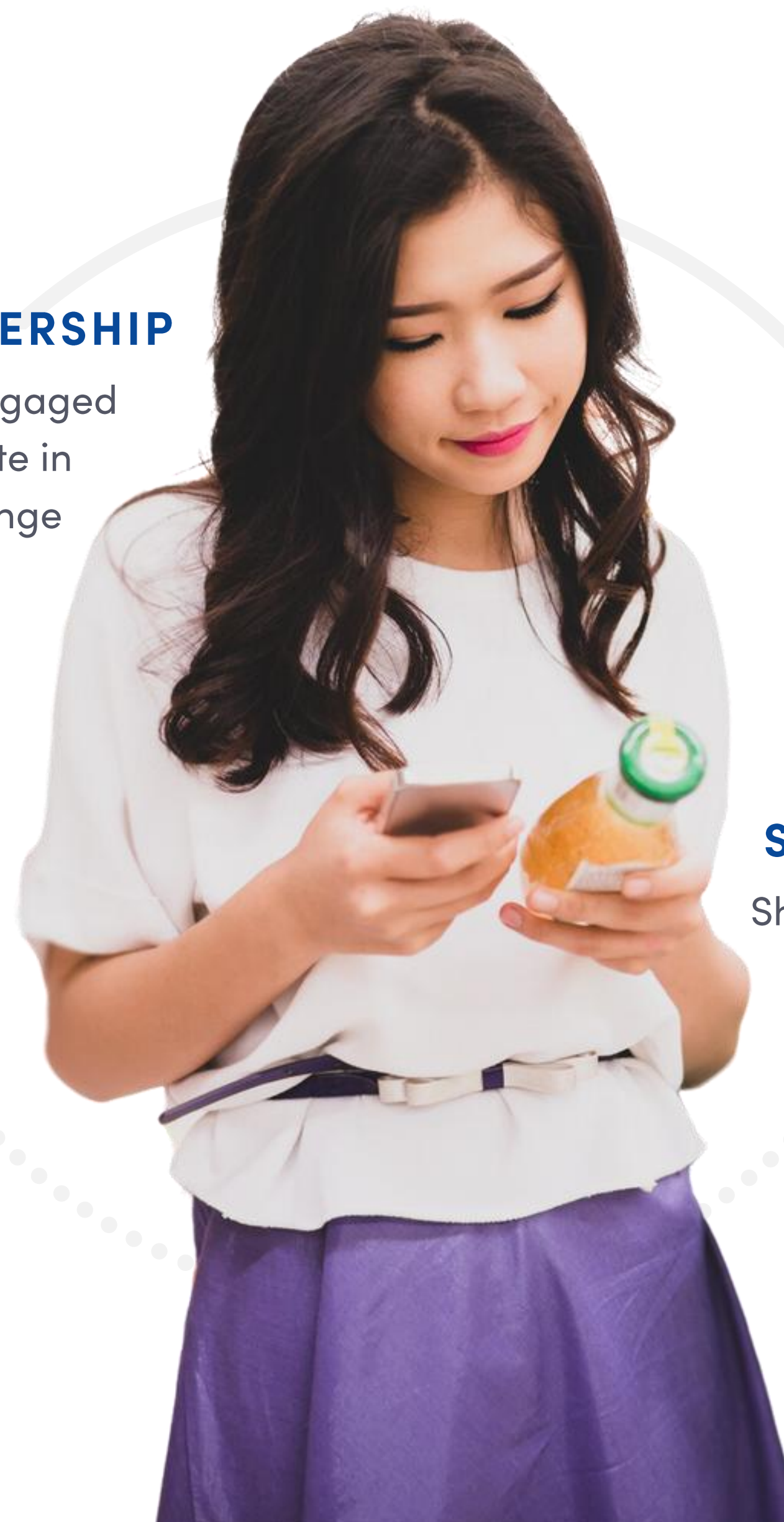
OPT-IN MEMBERSHIP

Highly valuable, engaged
shoppers participate in
opt-in value exchange



SAVINGS & REWARDS

Shoppers earn coupons, fuel
points and personalized
offers for participating





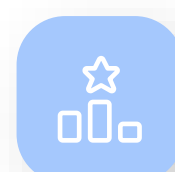
Real-Time Data

Audiences use the freshest Kroger purchase data at creation, reflecting recent shopper behavior.



No Modeling

100% audience accuracy based off actual purchases



Better Results

6.5x higher ROAS and 7.3x more attributable sales/HH compared to 3rd party data*



Future Proof

Real household Purchases vs. cookies. Not at risk for future cookie depreciation

Power Your Media Strategy with the Value of 1st Party Data

* A/B Kroger Display Test

And activating 1st
party data in your
media strategy
**proves to be more
effective &
efficient.**

According to a recent [ANA Study](#), **23%** of
the **\$88 billion** spent on programmatic
advertising is wasted, accounting for about
\$20 billion in lost ad spend.

1P Kroger vs. 3P interest or demo



3.9x

higher household penetration



5.1x

higher sale per household



51%

of the reach to amass
the same total sales



40%

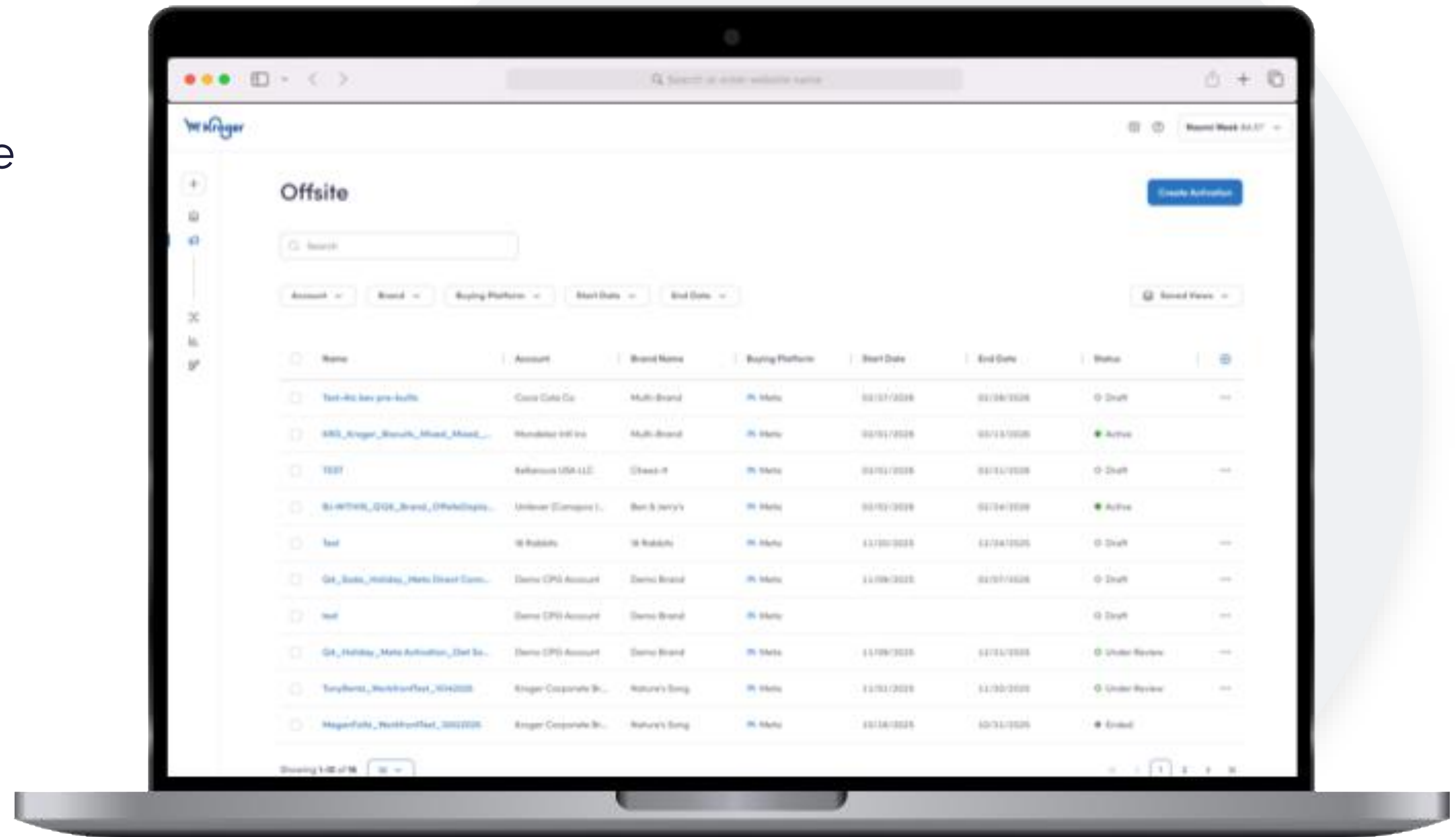
higher lifetime value
households when using
KPM campaigns

Introducing: **Direct Connect in the Kroger Ad Platform: The Trade Desk & Yahoo**

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! seat
- + Activate segments on campaigns in your TTD, or Yahoo! seat
- + Apply your desired quality controls & rail settings
- + Full control over media campaign performance & measurement results in the Kroger Ad Platform

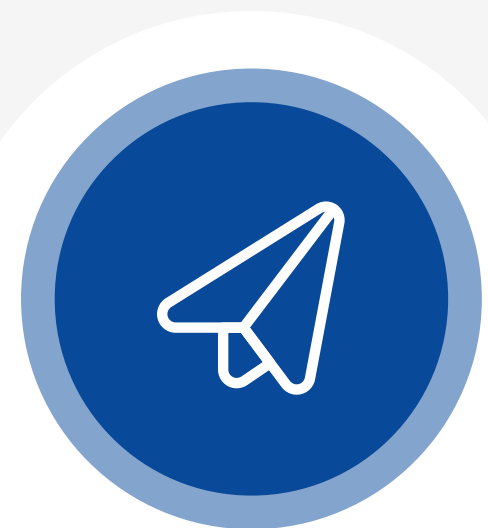


Activate purchase data from the #1 grocer retailer in
your **DSP** seat to **reach relevant audiences** & fuel
smarter **campaigns**.



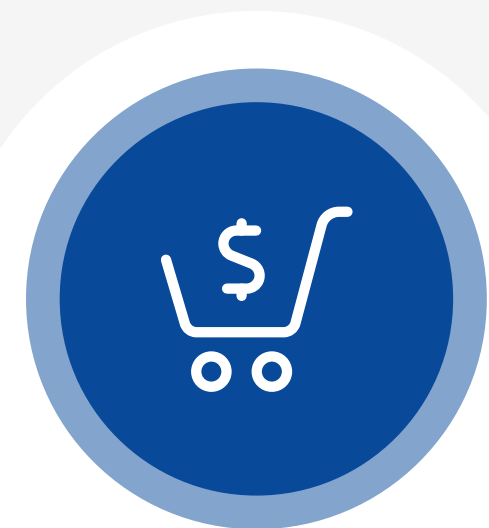
CUSTOM AUDIENCES

Reach Your Most
Relevant, Valuable
Audiences



SEAMLESS ACTIVATION

Activate on nearly all
TTD & Yahoo
Properties: Display,
Online Video, Audio, &
CTV



DRIVE ACTION

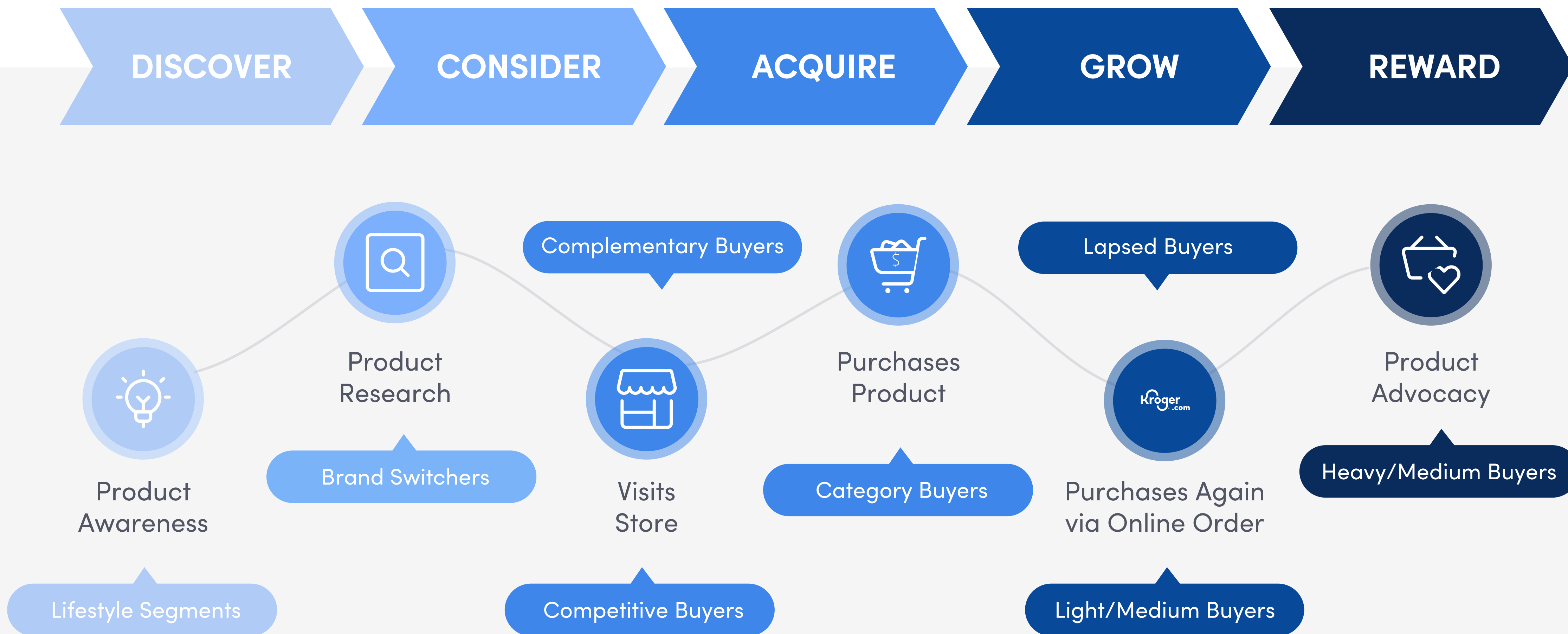
Drive Consumers to
Take Action & Convert



OPTIMIZE & MEASURE

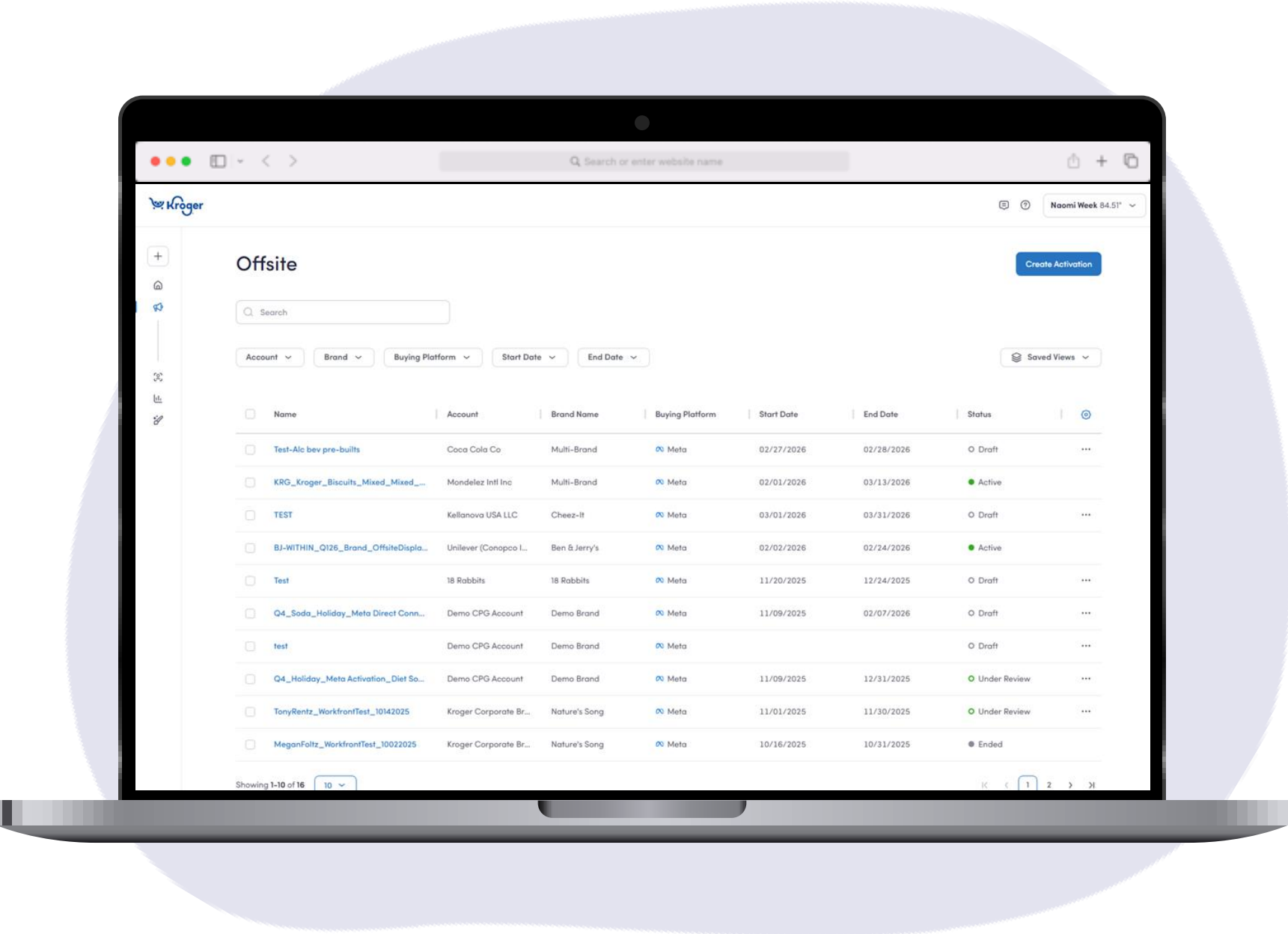
Optimize & Measure
on Campaigns
Directly Within TTD,
Yahoo, & the Kroger
Ad Platform

Tailored Audiences Aligned to Your Business Objective



Direct Connect Quick Start Guide

Direct Connect lets you seamlessly activate Kroger audiences in the DSP of your choice – enabling faster setup, more precise targeting, and confidence your data is secure and working effectively.



PRICING

The Trade Desk:

Audience

- Endemic 25% of media w/\$5.00 CPM cap
- NonEnd+AlcBev 22% of media w/\$5.00 CPM cap

Measurement = \$1.00 CPM

Yahoo:

Pricing: Billed as a flat CPM, based on tactic type

- Display: \$1 CPM
- Non-Display: \$3 CPM

Measurement = \$1 CPM



TARGETING

Custom or pre-built audience segments are available.

- Minimum of 3 segments and 2M HHs per activation
- Up to 6 segments per activation



CLICK- THROUGH EXPERIENCE

Clients can now create and manage their own curated product lists directly within KAP to use as click-through URLs for media. Destinations can include:

- Search pages
- Product lists
- Campaign pages
- Brand shops (not competitor pages)

**If the creative is Kroger-branded, it must link to a Kroger.com page.



REPORTING/MEASUREMENT

Reporting begins within 3–4 days of launch, with a weekly KPM dashboard to track performance. Reports run through two weeks post-campaign and include key metrics like ROAS, spend, impressions, reach, and product contribution. A 14-day attribution window captures performance during and shortly after the campaign.

Direct Connect in KAP – The Trade Desk & Yahoo

The Trade Desk

Yahoo



CHANNEL

Any channel in DSP (DOOH excluded)
DISNEY is an option but if selected at intake, it will be a barrier in activation to ONLY Disney



LEAD TIMES

Campaign in-take due 2 weeks prior to launch date



CAMPAIGN DURATION

2-12 Weeks (min. 2 mil HHs)



PRICING

Audience:
Endemic: 25% of media (\$5 CPM cap)
NonEnd /AlcBev: 22% of media (\$5 CPM cap)
Measurement: \$1 CPM



INVESTMENT MINIMUM

No budget min. but \$50k is recommended



CHANNEL

Any channel in DSP (DOOH excluded)



LEAD TIMES

Campaign in-take due 2 weeks prior to launch date



CAMPAIGN DURATION

2-12 Weeks (min. 2 mil HHs)



PRICING

Billed as a flat CPM, based on tactic type
Display: \$1 CPM
Non-Display: \$3 CPM
Measurement: \$1 CPM



INVESTMENT MINIMUM

No budget min. but \$50k is recommended

What's Changing?

Direct Connect is now in KAP!

What’s Changing & What Stays the Same

	Prism Direct Connect	KAP Direct Connect
Intake	Submit request forms + email back-and-forth to get started	Fully self-serve in KAP – launch campaigns faster
Audiences	KPM builds and sends audiences to partners on your behalf	Clients create, customize, and activate audiences directly. Client Success Approval required
Click Thru	Uses existing KPM URLs, BYO URLs, or KPM-curated lists	Same flexibility as today + the ability to build and manage their own curated lists
Measurement	Self-Serve via tagging	Self-serve reporting via tagging for real-time visibility into performance
Creative	Managed outside of KPM	Managed outside of KPM

Kroger Ad Platform

Live Demo

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

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

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

KPM Learning Lab: Direct Connect

Q&A

Thank You.