

KPM LEARNING LAB

Custom Influencer Release Training

June 16th, 2026



TODAY'S AGENDA



Introduction: Custom Influencer

Influencer & Insights with A2

Activation Guide

Live Demo of Setup

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 Prism 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 [Prism Learning Center](#).

Custom Influencer **Overview**

CUSTOM INFLUENCER OVERVIEW

CUSTOM INFLUENCER

Custom Influencer provides a flexible, highly tailored approach to creator partnerships for brands that want creative storytelling beyond standard paid formats. Clients can customize their program structure including number of creators, creator size tier, and content deliverables to align with budget, goals, and the level of amplification needed



WHEN?

Use Custom Influencer when a campaign requires storytelling to drive product understanding and cultural relevance. It is best suited for launches, seasonal moments, and brand initiatives where breakthrough creative and new-buyer growth are the priority.



WHY?

Custom Influencer allows brands to show up in culture with the credibility of creators and the scale of retail media. By uniting content, targeting, and amplification in one activation, it turns brand storytelling into a growth engine for any brand.



49.5%

Of U.S. Social Shoppers say influencer content has influenced their social purchases.¹

What's New to Influencer at KPM



FLEXIBLE INFLUENCER PROGRAM

Tailor creator tiers, deliverables, and amplification strategies to align with campaign goals and budget.



ACTIVATE ACROSS PAID CHANNELS

Activate creator content across various KPM offsite channels: TikTok, Meta, Snapchat, Pinterest, & Display.



PERFORMANCE MEASUREMENT

Now receive full closed loop measurement on applicable channels. aROAS available at minimum investment.



ACCESS THE FULL CREATOR ECOSYSTEM

Activate talent across nano, micro, macro, mega, and celebrity influencers to match the right voice with your audience.



KROGER FIRST PARTY AUDIENCES

Now access Kroger's valuable first party audiences across a variety of offsite media channels.



SHORTER LEAD TIMES

Lead times shortened from 8 weeks to 6.5 weeks to expedite activation in a fast-paced influencer landscape.

A2 Overview.



How we support...

KPM.

A2 Influence is founded by the team behind **Ahalogy**, recognized by Forrester and *The New York Times*!

Over the course of **10 years** in business, we have:

- ✓ Supported **10 different RMNS** as a white label solution
- ✓ Launched the **social influencer product** for some of the country's largest retailers
- ✓ Run **thousands of successful social programs** on behalf of leading CPG brands



How we deliver excellence for **KPM**.



High Quality Content

A2 partners with high-quality, diverse influencers to create click-worthy content. Our strong vetting process ensures consistency, quality, strong Kroger and/or brand affinities, and authentic tone of voice.

Optimized for Impact

Our team of in-house designers will resize influencer content for a variety of media platforms and placements, following sales-driving best practices. If additional overlays, CTA's or design services needed, there will be a nominal fee.

White Glove Service

A2 provides seamless communication and execution of the campaign from kick-off to wrap up. The A2 team is well versed in KPM content guidelines and recommendations to alleviate workload for the KPM and brand teams.

Why Content Matters?

→ **Consumer Trust:**

Content Creators evoke strong trust with their audience and targeted consumer as content is relevant to their lives.

→ **Authenticity:**

Creators are adept at showcasing the value of a product in a way that is authentic and resonates with the audience.

→ **Product Demonstration:**

A key advantage of creator content is the ability to demonstrate a product in action. Creators can show how the product works, its effectiveness, where to buy in-store.

“Creators and influencers are a powerful way to bring our brands to life with real people, in real moments, across the entire consumer journey.”

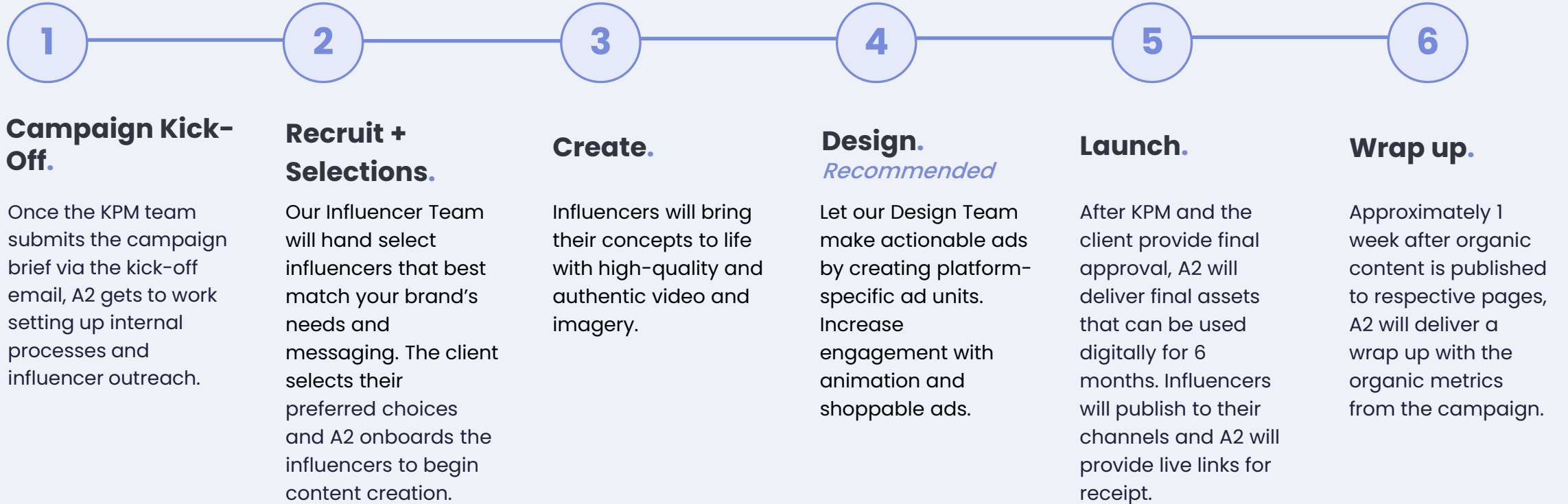
– Marc Pritchard, Chief Brand Officer P&G



**How we work
Together.**



KPM x A2 Process.



**NOTE: This comes at an additional cost.*

A2 Influencer Network Customized for KPM.

- Pre-vetted vs. Open Network
- Adhere to A2's quality score
- Authentic and diverse voices
- Post frequency
- Competitive post tracking
- Only 30% of applicants are selected

Guaranteed Fit for Kroger Audience:

- Brand fit for target audience
- Desired audience sizes (micro, macro, etc)
- Influencer is an avid Kroger Shopper
- Lives in Kroger geographic footprint
- Prioritization of core content categories
- Seamless integration of brand and retailer



Experts in Kroger Integration.

RETAIL LOYAL INFLUENCERS

- We understand our network's shopping habits and retail preferences. We select Influencers who are loyal to Kroger and have a following of shoppers with similar preferences

RETAILER INCLUSION

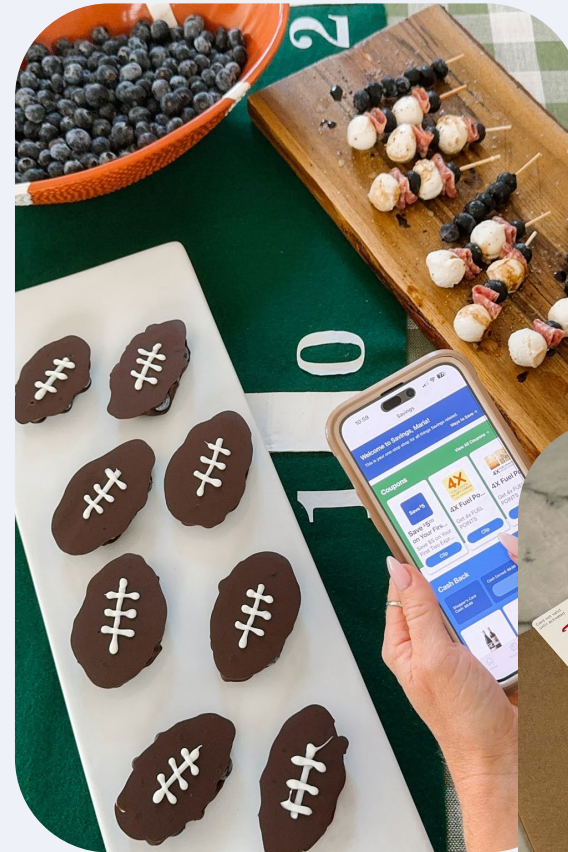
- Ensure that Kroger branding is naturally incorporated into the campaign's imagery, copy, and paid media to showcase an authentic shopping experience and build brand loyalty

NETWORK EDUCATION

- Ongoing sharing of best practices, tips, tricks, and more through a monthly creator-facing newsletter

CALL TO ACTION

- CTAs like Save Now, Shop now, and Learn More guide users along the path to purchase and incentivize action



Influencer Tiers + Activation Strategy

NANO <i>1-10k</i>	MICRO <i>10-50k</i>	MACRO <i>50-250k</i>	MEGA <i>250-500k</i>	MEGA+ <i>500k-1m</i>	CELEB <i>1m+</i>
Lowest barrier to entry in both cost and access. Ideal for: Testing, niche audiences, and early-stage campaigns.	Balanced mix of quality content, reach, and efficiency. Ideal for: Awareness campaigns and high-volume creative needs.	Scalable reach with more targeted audience alignment. Ideal for: Niche categories & specific demographic targeting.	Strong organic reach with higher visibility impact. Ideal for: Product launches and tentpole moments.	Premium talent feel with more efficient investment. Ideal for: Large-scale campaigns and high-impact activations.	Top-tier talent with maximum reach and recognition. Ideal for: Major tentpoles and full-scale brand moments.

Deliverables per Influencer:

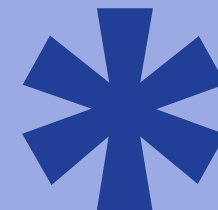
- 1 video under 60 seconds posted to Reels OR TikTok
- 1 story frame (IG package only)

- 3-5 Images

- 6 months usage

- Influencer content provided in the appropriate specs for your chosen paid amplification channel*: Meta, TikTok, Pinterest, Snapchat, Display

*Resizing across additional paid amplification platforms available upon request at additional cost



High Quality Content



Content **Examples.**

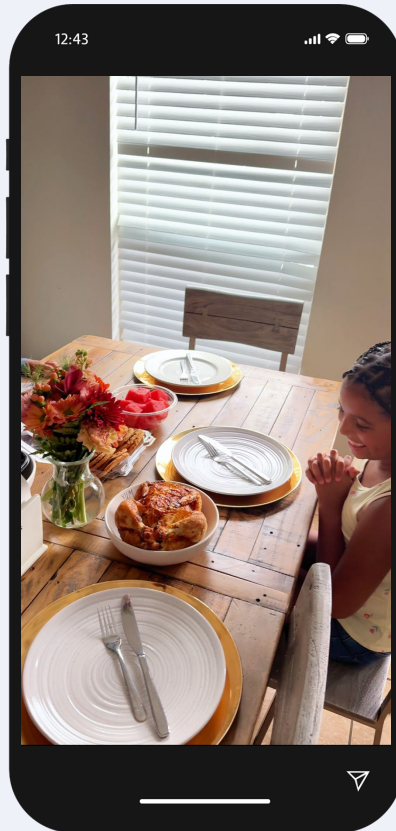


**Optimized for
Impact.**

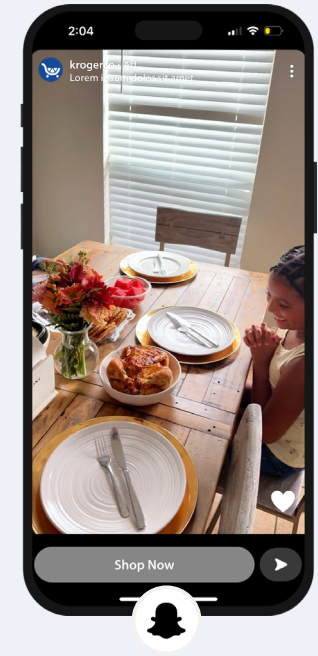
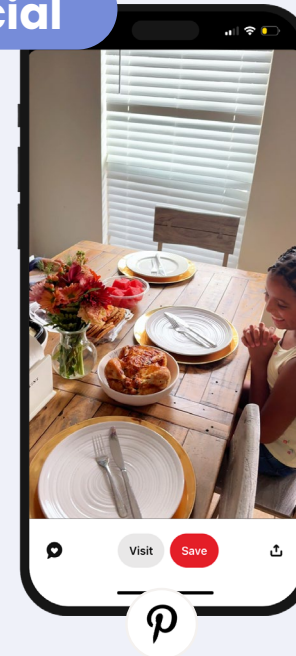
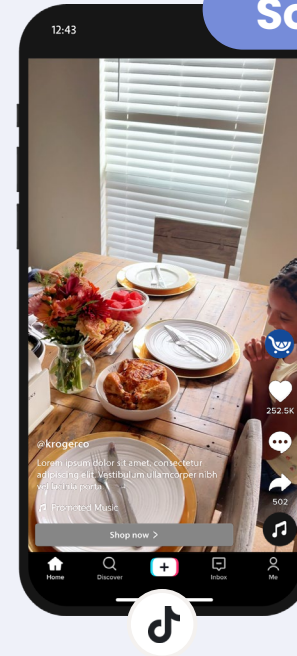
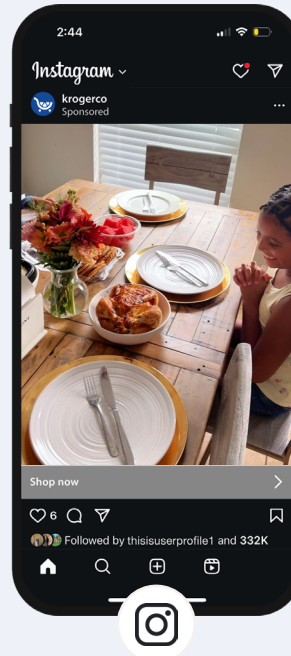


Included re-sizing: for **Omnichannel Delivery.**

Content



Social



Design Add-on: Optimized for Omnichannel Delivery.

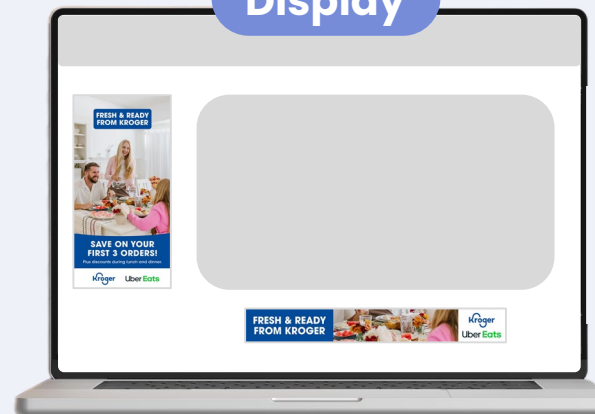
Content



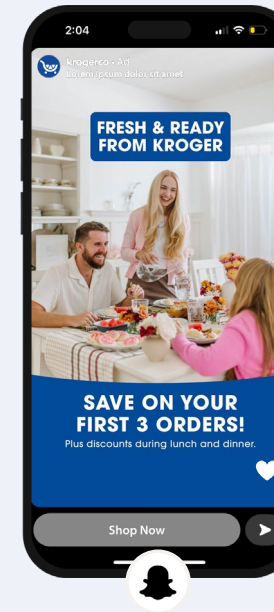
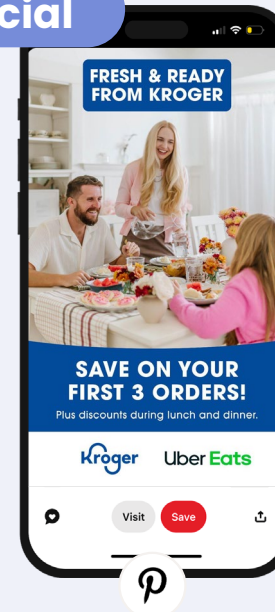
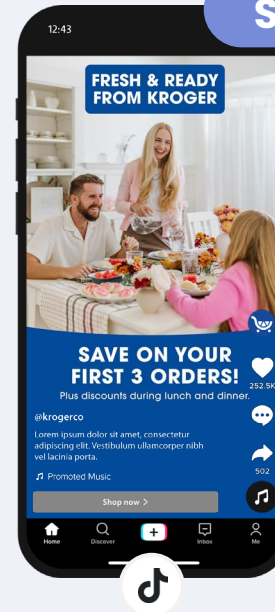
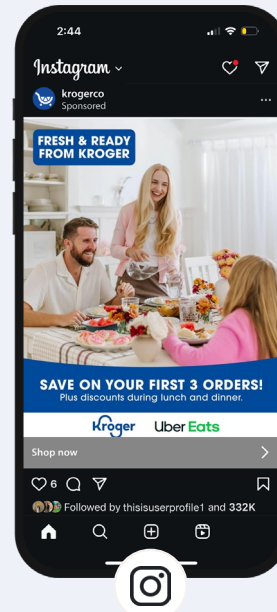
- Strategic Overlays and Ad copy
- Create multiple ad units across all KPM placements
- Branding at point zero
- Strong Call to Action
- Retailer Logos and Visual identity
- Proven color Palette to drive conversion

NOTE: Additional fees incurred for strategic overlays, calls to action, etc.

Display



Social



What to Remember.



A Win for Brands

LOWEST COST ENTRY POINT IN RETAIL MEDIA

Content starts at \$5,500 (2-3x
lower than competitive RMNS)

CREATOR CONTENT POWERS OMNI-CHANNEL ADS

Opportunity to activate across all
social offsite channels (including
TikTok).

Ability to repurpose content
across onsite & in-store

COUNTS TOWARDS SFC/UPFRONT

Media + Content spend supports
supplier growth to meet KPM
commitments

SCALABLE AT ANY SIZE

Scale easily from nano → celeb talent.

Support national programs at a
shopper level with flexible creator tiers
& formats, at any budget.

—
Thanks Again.



Custom Influencer **Activation Guide**

CUSTOM INFLUENCER ACTIVATION GUIDE

Custom Influencer Activation Specifications

	PLACEMENTS	TikTok, Meta, Snapchat, Pinterest, Display
	LEAD TIMES	6.5 Weeks *if new product, lead time may be extended
	CAMPAIGN DURATION	4-8 Weeks
	PRICING	Variable by channel (see Prism calculator). Included in upfronts and SFC. Creative Add Ons Available (\$3k/5 ads, \$5k/10 ads)
	INVESTMENT MINIMUM	\$40,500 for Paid Amplification (\$35K) + Influencer cost (\$5,500 min). Investment counts towards Upfronts & SFC
	OBJECTIVE ALIGNMENT	Brand Awareness

Creative Usage Rights: Content can be digitally repurposed for **6 months** following the content going live (reposting via your own social channels & digital properties and/or paid capacity with Kroger). Extended usage available for additional cost.

Exclusivity: Two (2) weeks before and two (2) weeks after influencer content goes live, they are prohibited from publishing content with a similar brand or retailer.

Custom Pricing Calculator

Influencer Calculator

Total Budget ⓘ

\$ 42,000.00

Client Type

☐ Kroger Our Brands ☒ CPG/Agency Clients

Influencer Cost Calculator

Number of Nano Influencers ⓘ		Nano Influencer Cost	\$
Number of Micro Influencers ⓘ		Micro Influencer Cost	\$
Number of Macro Influencers ⓘ		Macro Influencer Cost	\$
Number of Mega Influencers ⓘ		Mega Influencer Cost	\$
Number of Mega+ Influencers ⓘ		Mega+ Influencer Cost	\$
Number of Celeb Influencers ⓘ		Celeb Influencer Cost	\$
Influencer Add On Cost		Influencer Add On Cost	\$
Total Influencer Costs	0	Total Paid Media Amplification Budget ⓘ	\$ 42,000.00

Channel Specifications: Placement, Audience, Reporting, & Measurement

	TikTok	Meta	Pinterest	Snapchat	Display
Organic Amplification from Creator's Account	✓	✓	✗	✗	✗
Custom 1P Audience Targeting	✗	✓	✓	✓	✓
Media Metric Reporting	✓	✓	✓	✓	✓
Attribution Sales Measurement Reporting	✗	✓	✓	✗	✓
Incrementality Reporting	✗	✗	✓ \$100k minimum	✗	✓ \$35k minimum

Custom Influencer

Live Demo

Custom Influencer **Resources & Support**

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.



Thankyou.