KPM LEARNING LAB

Onsite Video Carousels

Release Training

November 11th, 2025

TODAY'S AGENDA

- Onsite Video Carousels Overview & Activation Guide
- Creative Specs & Best Practices
- Reporting & Optimizations
- Live Demo of Setup
- Q&A

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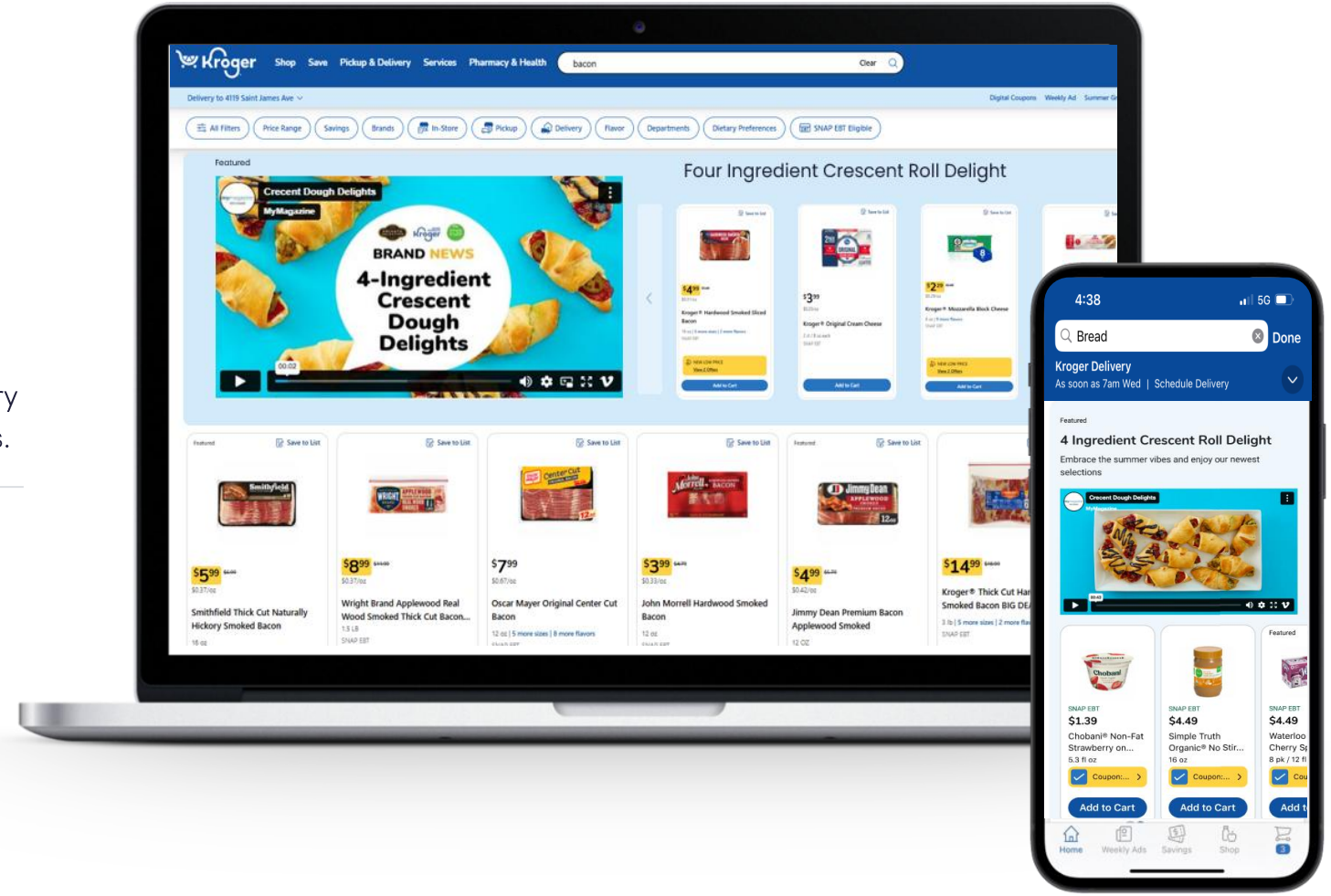
Onsite Video Carousels
Overview & Activation Guide

ONSITE VIDEO CAROUSEL

Introducing Onsite Video Carousels

Onsite Video Carousels are a new Promoted Product Carousel type appearing on relevant search pages. This immersive format was designed to help brands tell their story and increase engagement with high-intent Kroger shoppers.



Video Carousel Benefits

- ✓ **Reach high-intent shoppers** at the point of search and add-to-cart
- ✓ **Drive engagement** with immersive video storytelling
- ✓ **Boost brand awareness and conversions** through visual impact

ACTIVATION GUIDE

Auction Details for Onsite Video Carousels

Onsite Video Carousels are a type of Promoted Product Carousels and will operate within the same auction as all other Carousels.

AUCTION ELIGIBILITY

Active Carousels are eligible for auctions when at least one product in the carousel is included in the organic results.

AUCTION CRITERIA

Auction criteria will evaluate carousels based on bid price and product quality score. **The minimum bid for Onsite Video Carousels is $1.30.** Second Price Auction Rules apply.

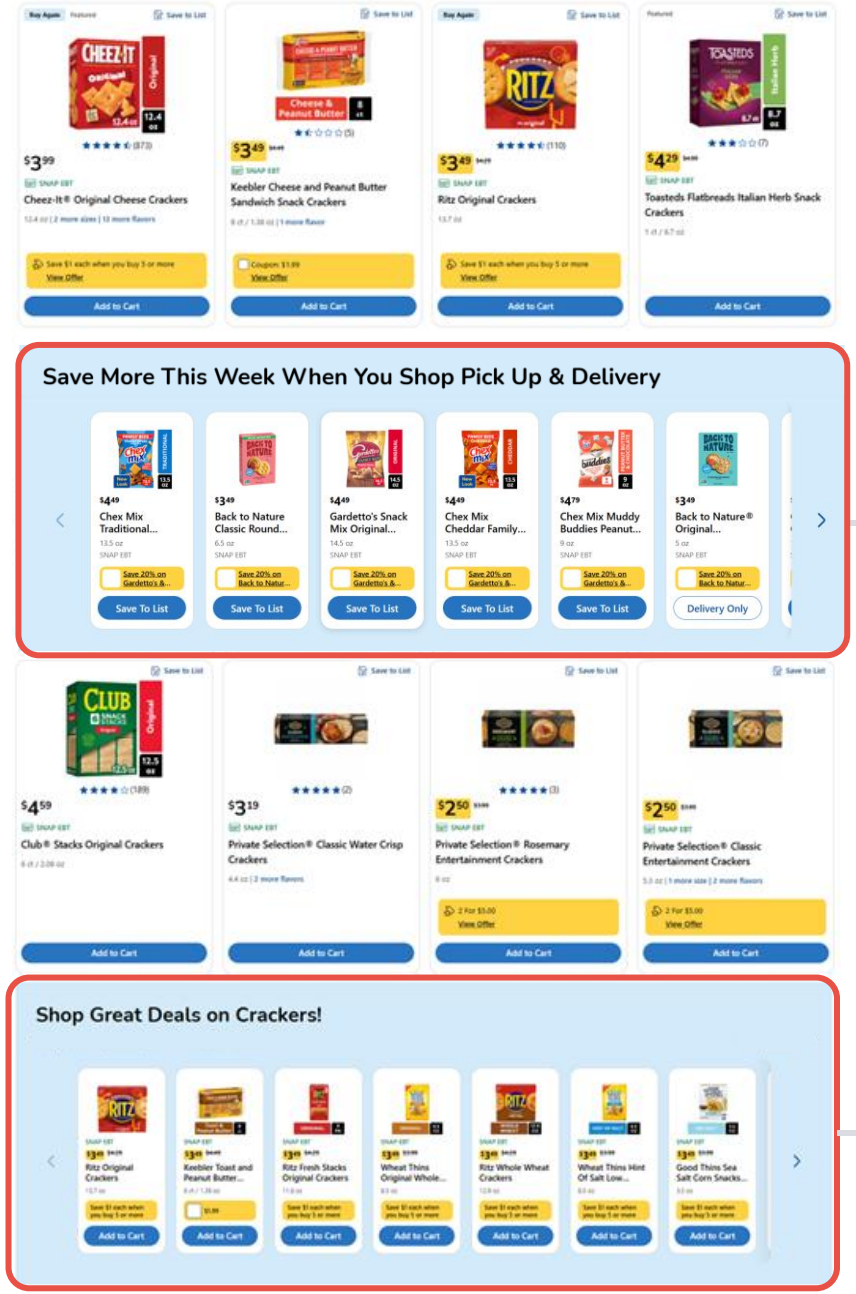
AUCTION TYPE

Carousels will be charged for clicks on each unique product card or add to cart. A customer clicking on the video does **not** result in a charged click.

ACTIVATION GUIDE

Ad Placements for Onsite Video Carousels

As with all Promoted Product Carousels, Onsite Video Carousels will be located below-the-fold within search results.



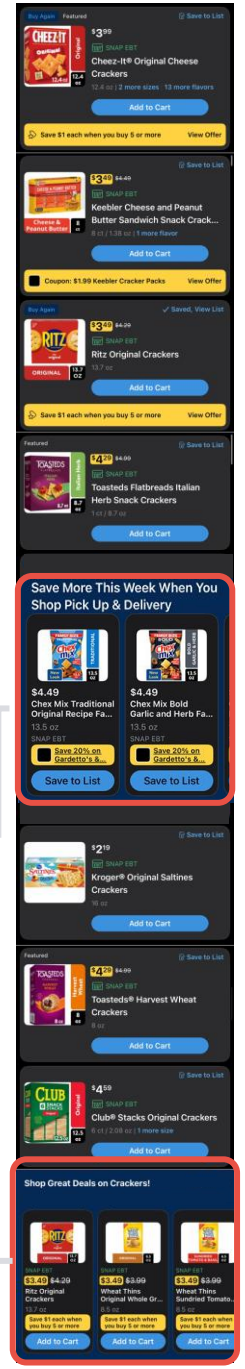
On Kroger.com:

Row 2* & Row 4

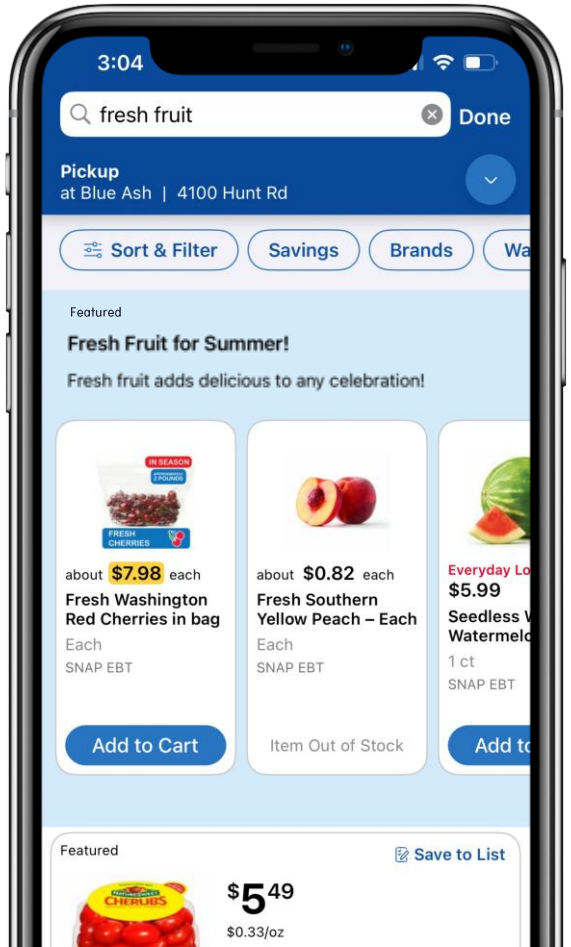
In the Kroger Mobile App:

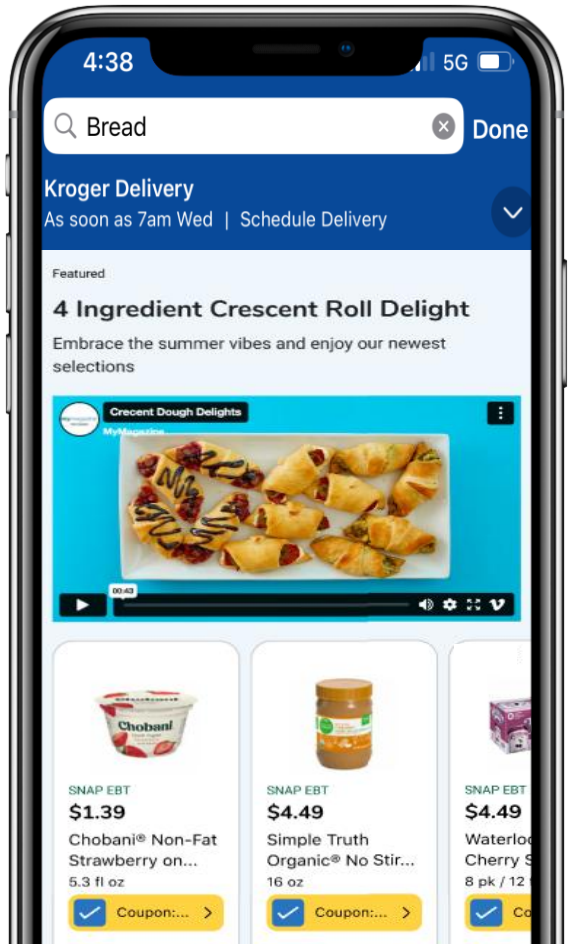
Row 5* & Row 10

*These rows are only utilized for Promoted Product Carousels if there is no Merchandising carousels live.



Carousel Best Practices





Promote Multiple Brands

Multi-brand carousels can increase exposure onsite by unlocking additional sub-commodities. They can also increase the chance that a shopper will convert when there is a variety of options to click on.

Mix Up The Product Order

When using multiple brands or product types, mix up the order of the products so a user doesn't see all similar items at once. More variety leads to more interest.

Include as Many UPCs as Possible

Carousels that have 20 or more UPCs included, have experienced 1.4x the number of impressions, 1.7x the amount of revenue earned, and 1.9x the number of clicks.

Select a Core Product

To ensure your Carousel is eligible to appear onsite in as many places as possible, we recommend including at least 1 of your top performing core products.

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Onsite Video Carousels
Creative Specs & Best Practices

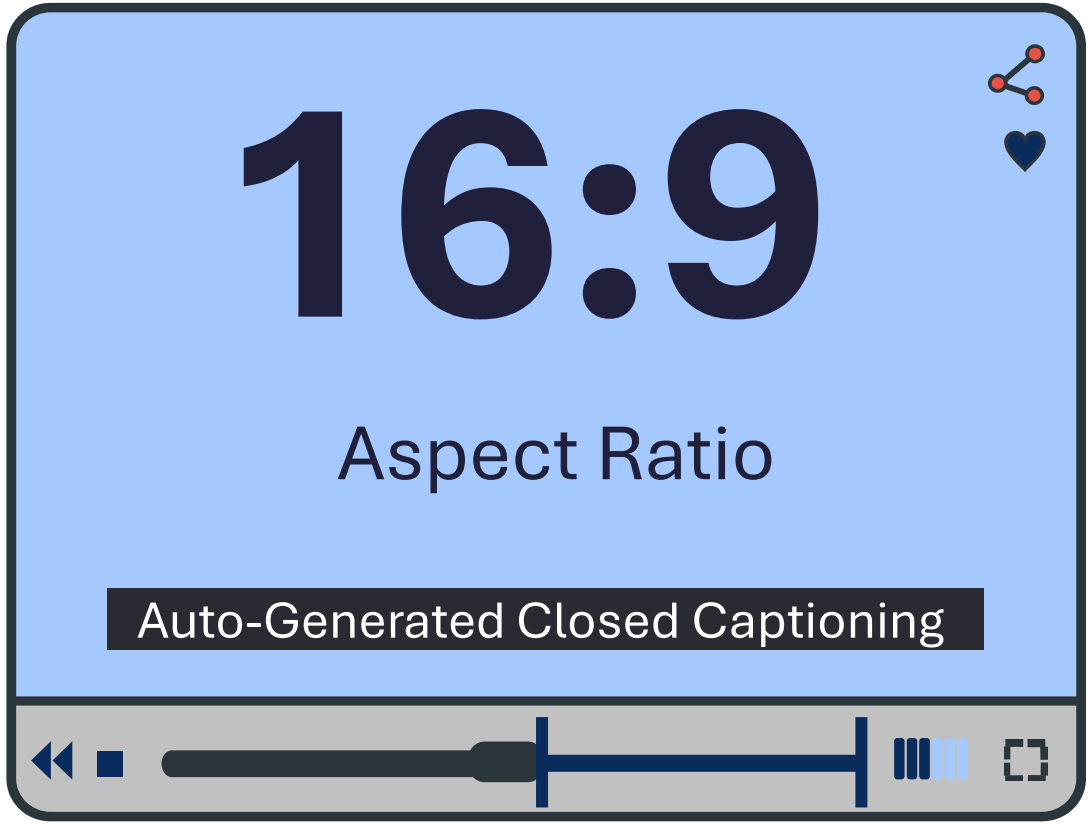
ACTIVATION GUIDE

Creative Specs for Onsite Video Carousels

These guidelines are built to balance your ability as an advertiser to create content that achieves your objectives and the customer experience with a focus on accessibility and visual clarity.

Max 45 Character Header

Max 55-character subtext (optional)



:15 :30

As a best practice, keep videos between :15 to :30

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Creative Specs for Onsite Video Carousels

Captions and Audio Description are mandated by Kroger to meet AA WCAG compliance requirements.

Parameter	Requirement
Aspect Ratio	16:9
Dimensions	1920 x 1080 Pixels
Maximum File Size	500 MB
Accepted Formats	**Recommended: .mov or .mp4** .asf, .wmv, .m2ts, .ts, .mkv, .ogg, .flv, .3gp, .3g2, .avi, .mxf, .mpg, .webm
Bit Rate	2-5 Mbps
Length	5-60 Seconds (Recommended to be between 15-30 secs)
Copy	*Header*: 45 max characters. Title Case. Subtext (optional): 55 max characters. Sentence Case.
Static Thumbnail Image	16:9 ratio (1920 x 1080 pixels) - .jpg or .png - Max file size 5 MB - Images should be clean and clear.
Captions*	If spoken dialogue is encompassed within the Video, captions are required. These can be curated by Vimeo's auto caption science (driven by AI) or manually uploaded with a .vtt or .srt file.
Audio Description*	Audio file types: .aac,. ogg, .m4a, .wav, .mp3 Audio file size: 20MB (or less) The audio description is an audio track providing a description of what is visually happening in the video.
Guidelines	- No play button overlay in video or image - No explicit language or nudity - No savings messages (e.g., Save $1 off) - No competing retailer or brand language - No Text within the video should be positioned along the bottom of the screen to reserve space for captions - CTA is optional, but not recommended

Audio Description Example

Windex had people blind test their product on various mirrors. They comment that it doesn't drip, left no streaks, and cleans with just a wipe. The video concludes with the Windex Foam canister beside text saying "Try New Windex Foam."

WHAT

Dubbed audio description of what is taking place in the video, for shoppers who are blind or visually impaired to understand.

WHY

Accessibility is a top priority at Kroger, and we're proud to maintain level AA WCAG compliance, ensuring that all customers can engage fully with our site and app.

*Requirement for all videos. Track length to not exceed video length.

Onsite Video Carousel

Video Best Practices

- Videos Should be Short and to the Point
- Highlight Important Details with Visuals Rather than Narration
- Make Your Product(s) Easy to Spot
- Include Your Product & Brand Logo in the Thumbnail Image
- Utilize the Headline and Subtext to Reiterate the Most Important Details

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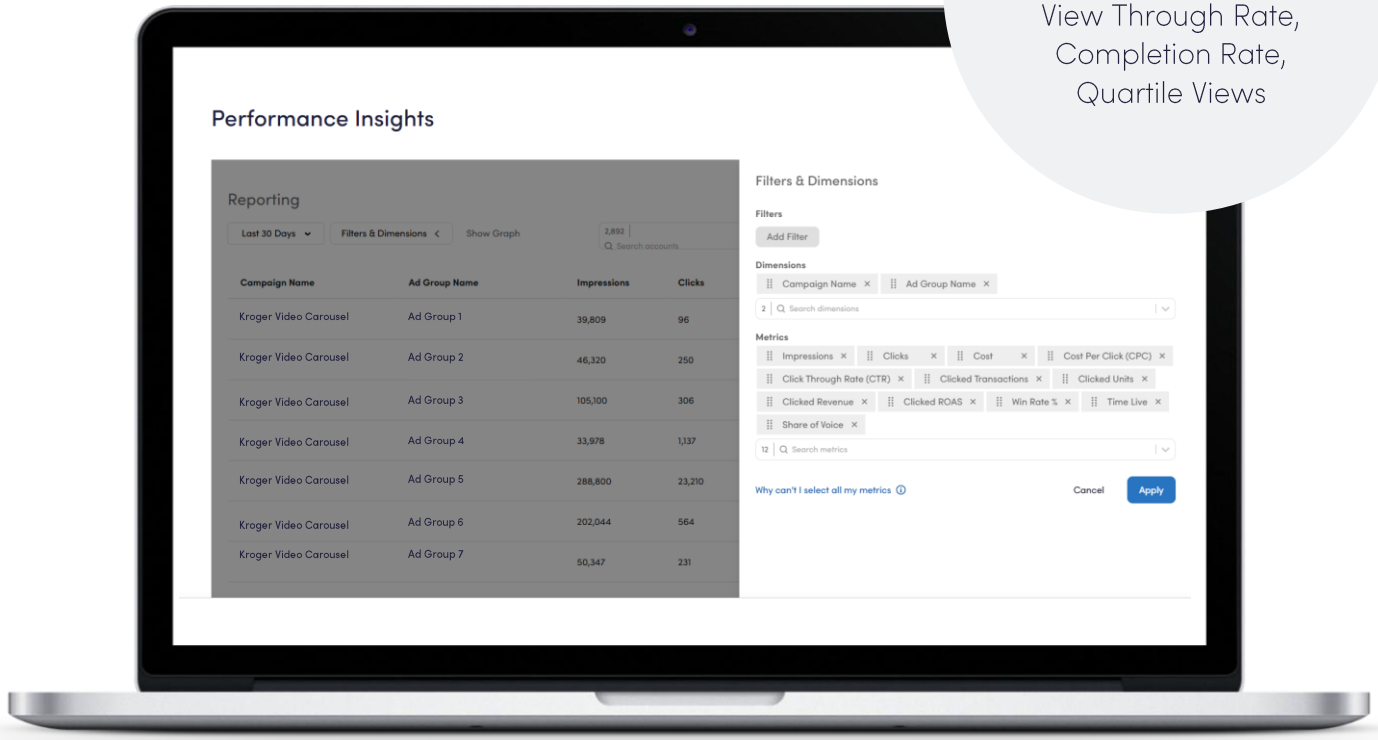
Onsite Video Carousels
Reporting & Optimizations

Creating Your Carousel Report

Below are our recommended metrics to build and evaluate your Carousel performance:

- Impressions
- Clicked Revenue
- Clicks
- Cost
- Cost Per Click (CPC)
- Click Through Rate (CTR)
- Clicked Transactions
- Clicked Units
- Clicked ROAS
- Win Rate
- Time Live
- Share of Voice



Video Metrics Available

View Through Rate, Completion Rate, Quartile Views

Video Metric Definitions

Video Starts
The number of times a video ad was started.

Video Pauses
The number of times a video ad was paused.

Video Complete Views
The number of times a video ad was completed.

Video Total Duration
Total duration, in seconds, of the video ad.

Video Average View Duration
Average video duration, in seconds, watched per ad.

Video First Quartile Views
Number of views that watched at least 25% of the video ad.

Video First Quartile View Rate
Percent of views that watched at least 25% of the video ad.

Video Second Quartile Views
Number of views that watched at least 50% of the video ad.

Video Second Quartile View Rate
Percent of views that watched at least 50% of the video ad.

Video Third Quartile Views
Number of views that watched at least 75% of the video ad.

Video Third Quartile View Rate
Percent of views that watched at least 75% of the video ad.

Video Complete View Rate
Percent of ad views that watched the entire video ad.

Video View Through Rate
Percent of ad impressions that watched the entire video ad.

Onsite Video Carousel

Possible Optimizations

Optimizations can be made to Carousels through the product selection, product order, multi-brand selection, division selection, budget amount, and the carousel bid.

For Video Carousels, more engaging videos could lead to stronger performance.

Optimize for ROAS

Pull a KAP report that includes the Product ID, CTR, Clicked Revenue, and Clicked ROAS

- Review the product level performance. Whether you want to optimize for ROAS, CTR, Sales, etc.
  1) Shift the top performing products to the front of the carousel
  2) Shift the worst performing products to the back of the carousel
- If all products are not performing well, consider adding different products to the carousel.
- Lower the carousel bid

Optimize for Under Pacing

Pull a KAP report that includes Time Live and Win Rate at the ad group level

- If win rate and time live are close to 100%, the ad is maxing out its current available opportunities. To spend more, the ad will need more opportunities to go after.
  1) Add products that would introduce new sub-commodities
  2) Create a multi-brand carousel to target more sub-commodities
  3) Select all divisions
- If win rate is low and time live is high, the carousel bid needs to increase to win more of the existing opportunities.
- If your brand has multiple Carousels competing against each other, ensure there are different products selected in each one, and set different bids based on prioritization.

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Onsite Video Carousels

Live Demo

Thank you.