



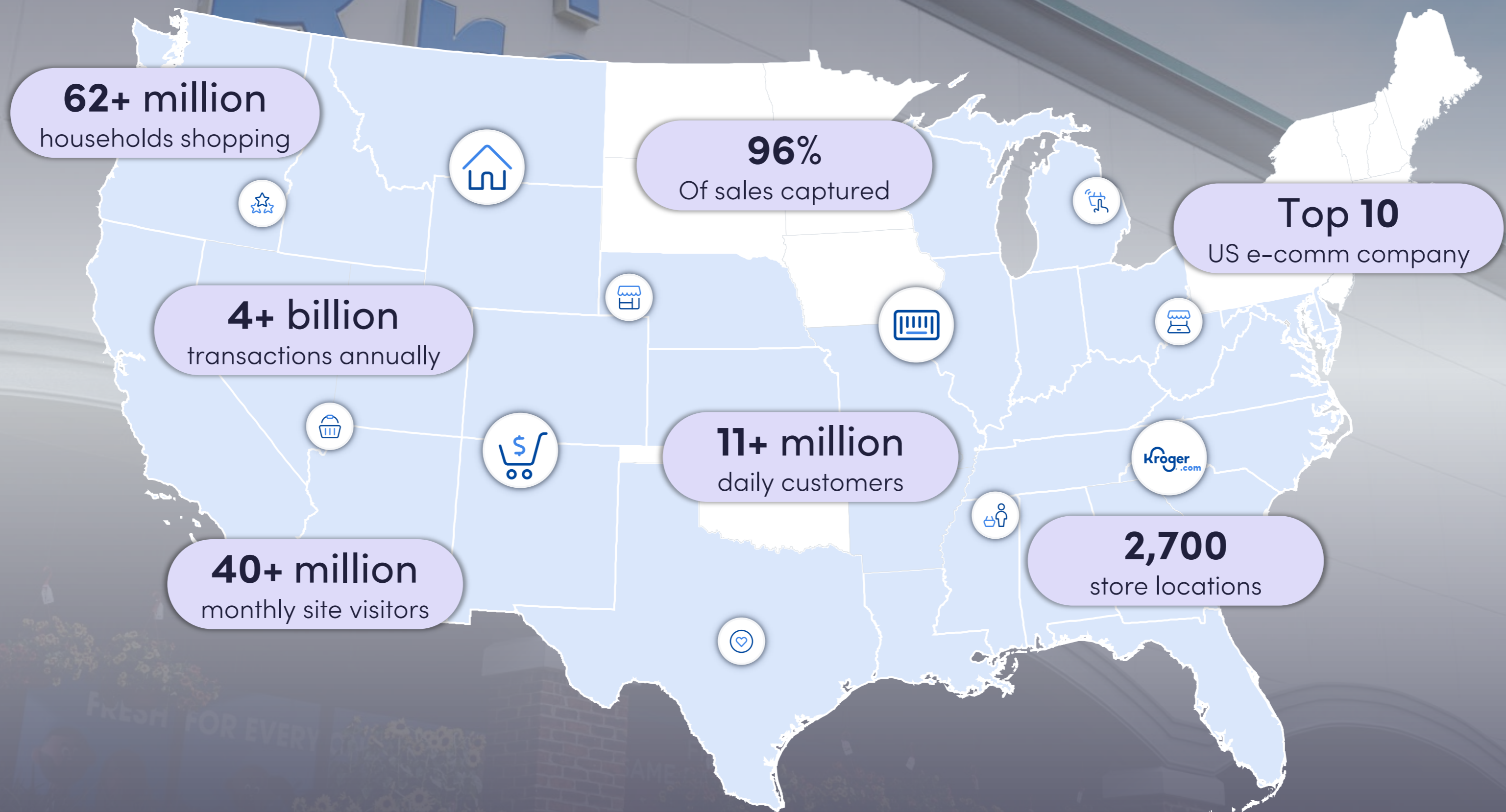
New to Kroger Playbook 2026



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Kroger ranks as one of the largest retailers



Baker's

CityMarket

Copps

Dillons

FOOD 4 LESS

Foods Co

Fred Meyer

FRUITS

Gorbes

Harris Teeter

HOME CHEF

JayC

KING

MARIANO'S

metro market

Murray's

Pay Less

Pick 'n Save

QFC

Ralphs

Ryler

Smith's

Kroger Family Tree

Kroger
Family of Companies

Baker's City Market Capps *Dillons* Food 4 Less Foods Co.
 Fred Meyer *fru's* Gerbes Harris Teeter *JayC* KING Supermarket MARIANO'S
 metro market Owen's *RAY LESS* Pick'n Save QFC Ralphs Ryler Foods Smith's

84.51° A retail data science, insights and media company
A wholly owned subsidiary of Kroger

Kroger PRECISION MARKETING POWERED BY 84.51°
A science-driven insights to activation brand builder for external clients and partners

Kroger Model
Supporting internal Kroger Strategic Initiatives, Merchandising, Supply Chain, and Operations

WELCOME

KPM brings unique expertise and experiences together to be your trusted brand builder from **Insights to Activation**

OPTIMIZATION

Optimize your growth strategy with data-led solutions that quantify performance, measure impact, and uncover opportunities you can act on.



STRATEGY

Collaborate with us at every stage to make confident strategic decisions grounded in consumer needs, science-led insights, and personalized experiences.



ACTIVATION

Connect with and inspire shoppers wherever they consume media or shop through owned & operated, offsite, in-store media, and incentives, all grounded in consumer relevance.



INSIGHTS

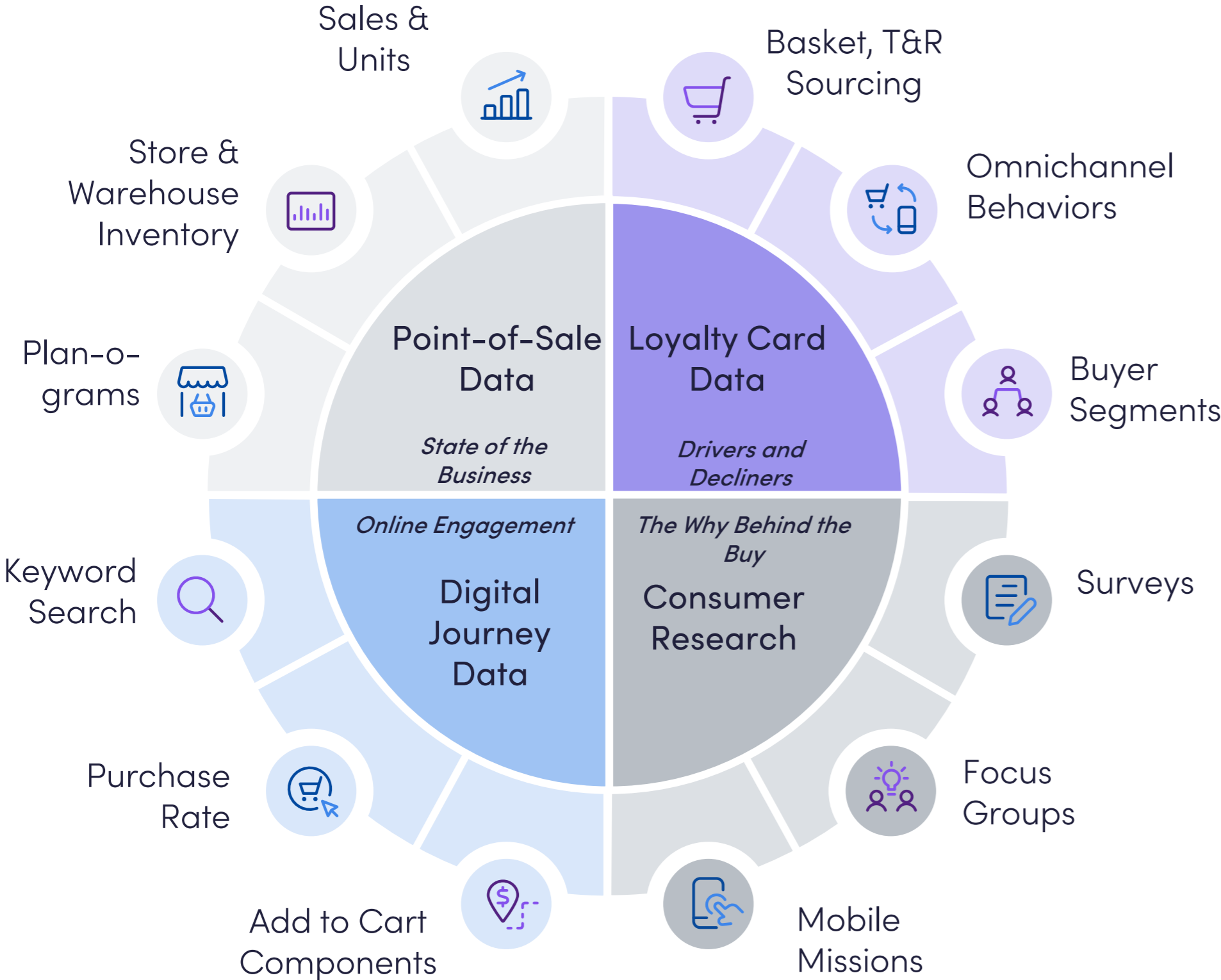
Access Kroger's trusted IP purchase data on your terms. We deliver fast, flexible insights and a frictionless experience, making it easy to turn retail intelligence into smarter brand decisions.



KPM Insights to Activation Ecosystem

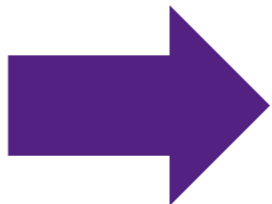
Insights

KPM Insights are fueled by multiple data sources to inform strategy, activation, and optimization.



Activation

KPM powers brand growth through precision activations across in-store, online, digital, and direct mail channels.



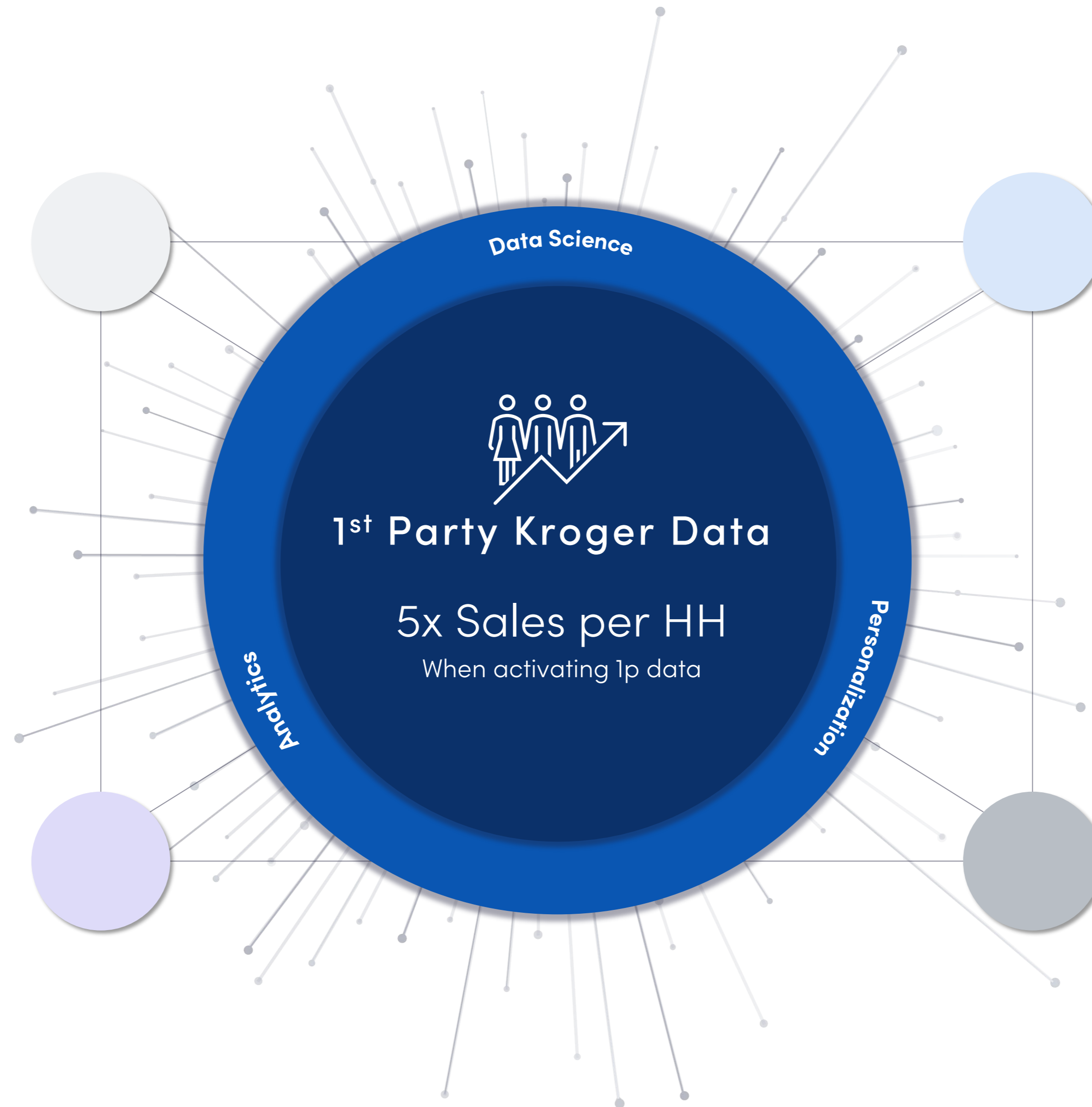
KPM drives **Growth and Accountability**

Audiences
3.7x Sales Uplift
from KPM optimized audiences
▶ Growth

Activation
40% Higher Lifetime Value
when activating with KPM
▶ Loyalty

Insights
95% Sales Coverage
▶ Accuracy

Measurement
100% Deterministic
No modeling in KPM media measurement
▶ Transparency



Onboarding with KPM

Timeline of KPM Engagement after your new item launches at Kroger



LAUNCH

First 90 Days

Schedule a 30-minute meeting with your Client Partner and Client Success Manager to review the **New to Kroger Playbook** and align on your 90-day plan.

Foundational Action and Investment:

- Product Listing Ads
 - Feature your items in Search and other placements
- Stratum Silver
 - Understand performance of your new items
- New at Kroger
 - Inspire trial by sending a personalized offer to HHs likely to try



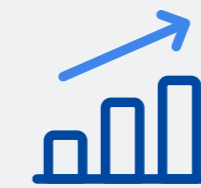
BUILD

90 Days – 6 Months

Schedule a 30-minute meeting with your KPM Team to review your first 90+ days and identify ways to elevate your brand's performance.

Enhanced Action and Investment:

- Targeted Onsite Ads
 - Feature your items online to drive consideration
- Targeted Digital Coupons
 - Incentive trial or repeat among relevant audiences
- Real Time Insights
 - Survey verified buyers to uncover insights that drive stronger performance



GROW

6+ Months

Connect with your CP and AM as needed to review performance, optimize plans, and set direction for next year's strategy.

Long Term Growth Investment:

- Loyal Customer Mailer
 - Drive loyalty and retain/reward buyers through personalized direct mail and digital offers
- Offsite Display
 - Use purchase-based audiences to drive reach and consideration in brand-safe environments across the web
- In-Queries
 - Gather insights from behaviorally-verified shoppers through self-serve consumer research surveys



To Get Started

- Review this deck
- Complete New Client Setup [here](#)
- **Build and execute your First 90 Days action plan**
- Sign up for Trainings & Webinars [here](#)
- Review KPM Thought Leadership and other emails
- **Set up a 30-minute meeting with your AM and CP** to review action plan

KPM Next steps - FYI

- Your KPM Team will sign you up for:
 - Relevant KPM Thought Leadership distribution lists.
Examples:
 - Monthly KPM Consumer Digests
 - KPM White Papers and e-books (e.g. GLP-1)
 - New to Kroger emails from KPM

Launching New Items Successfully

SUCCESSFUL LAUNCHES

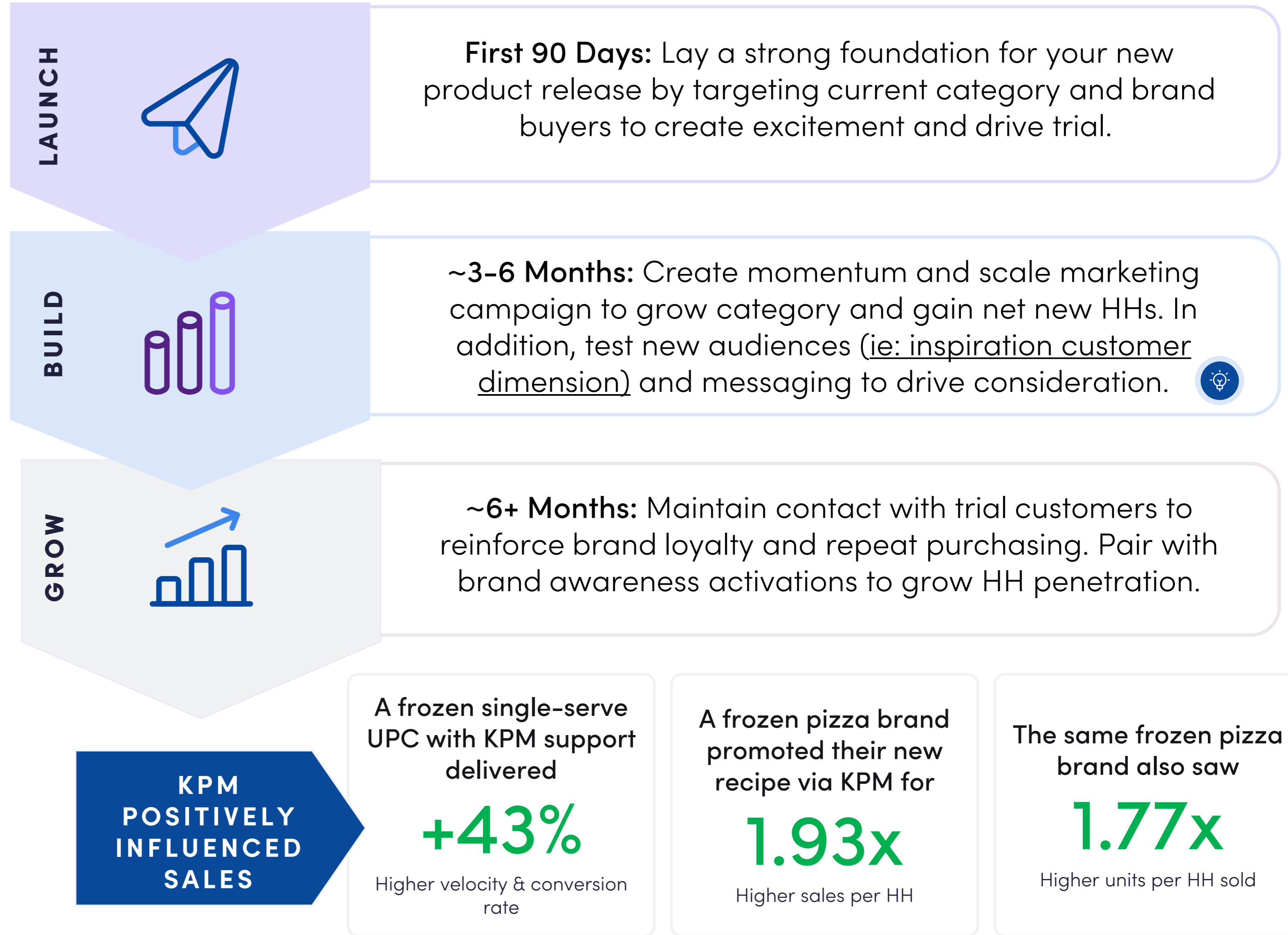
KPM Support

10,000+ new items launch in Kroger every year. While new launches help brands build an engaged and loyal customer base, without paid marketing support, there is a risk your customers won't notice.

To position your new item for success, we recommend **reinvesting 3-6% of your projected first year sales in KPM Activations. KPM is here to support your launch, positively influence sales, and grow your brand over time.**



3 Steps for New Item Success



vs non-KPM supported UPCs in the same brand, allowing for a controlled view into brand performance



Data Driven Targeting: Inspiration Customer Dimension

The *inspiration* dimension is a customer segment that is most likely to try new products.

In a KPM case study, high-inspiration HHs had a media-driven conversion rate **between 1.3x and 10.9x higher** than low-inspiration HHs.

1.8x Unit Uplift

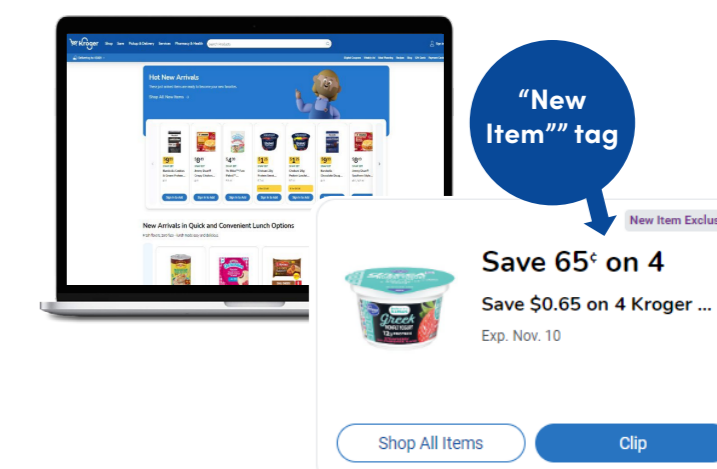
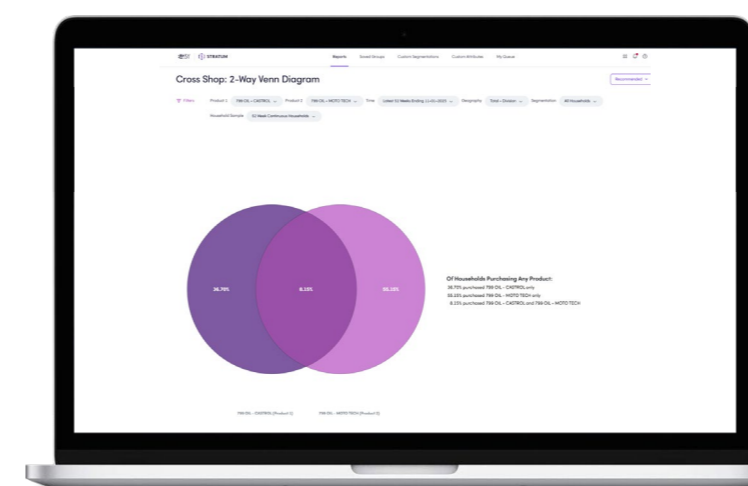
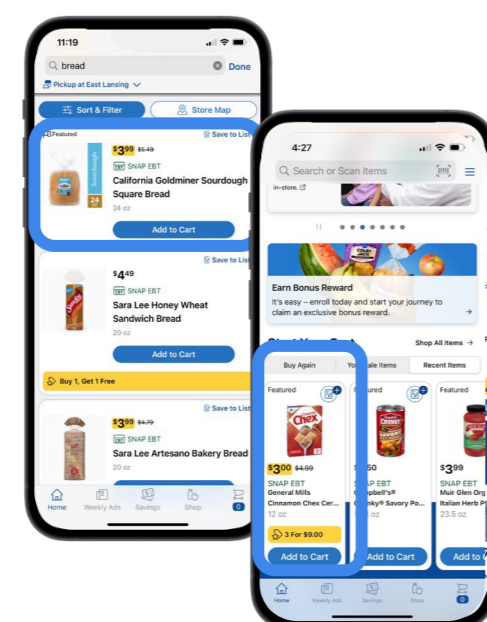
More Efficient Activations

Variety seeking HHs exposed to KPM campaigns drove 1.8x median Unit and Sales Uplift

Per household versus low-inspiration households.



Foundational Investment at Launch



Product Listing Ads

84.51° Stratum

New at Kroger

Description

Boost individual products in [search results](#) & premium placements across Kroger.com & Kroger app. Pay-per-click model.

[84.51° Stratum](#) is a self-serve insights platform informed by POS and Purchase Data.

Personalized offer featuring your new items, delivered digitally to 400k digitally-engaged Kroger HHs.

Objective

Ensure new products get noticed within relevant search results and carousels.

Understand New Item performance, relative to competition and benchmarks.

Acquire customers who are most likely to try your new products

When

Within 30 days of new item going on shelf

Start annual subscription within 45 days of launch to begin tracking Trial & Repeat.

30+ days after new items are on shelf

Why

#1 way shoppers add items to cart is through search, with 64% conversion rate

- 3-5x aROAS

Recommend Silver+ Access Level to gain insights from the New Item Suite specifically

- 3.30% Redemption Rate
- 3.37x aROAS
- 0.39x iROAS

How

- Bid via Kroger Ad Platform ([KAP](#))
- 1-2 day lead time
 - Higher bids for new items at launch; consider always-on after 3+ months
 - Search & Browse: 75% of PLA budget
 - Basket Builder: 20% of PLA budget
 - Savings: 5% of PLA budget

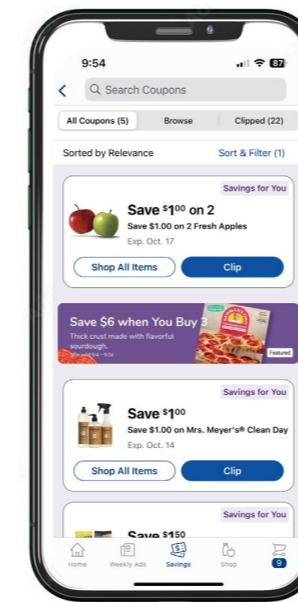
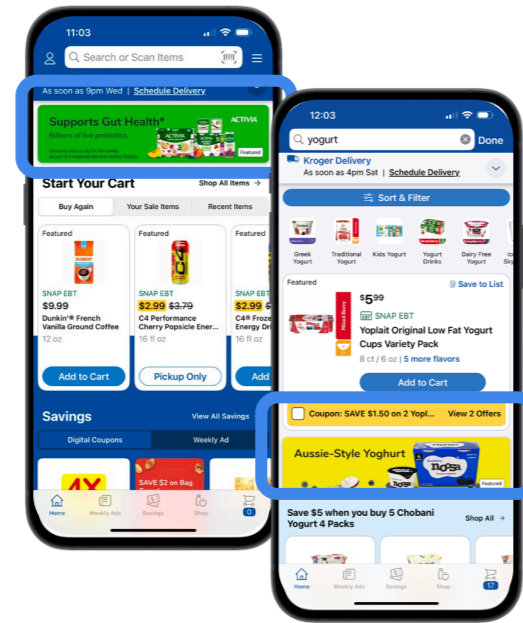
- Reach out to your CP for a contract and Terms of Service
- For Silver+ subscriptions, choose the New Item Suite package
 - Sign up for Trainings, [More info here](#)

- Submit via [Prism](#)
- 13-week lead time
 - 6 campaigns per year

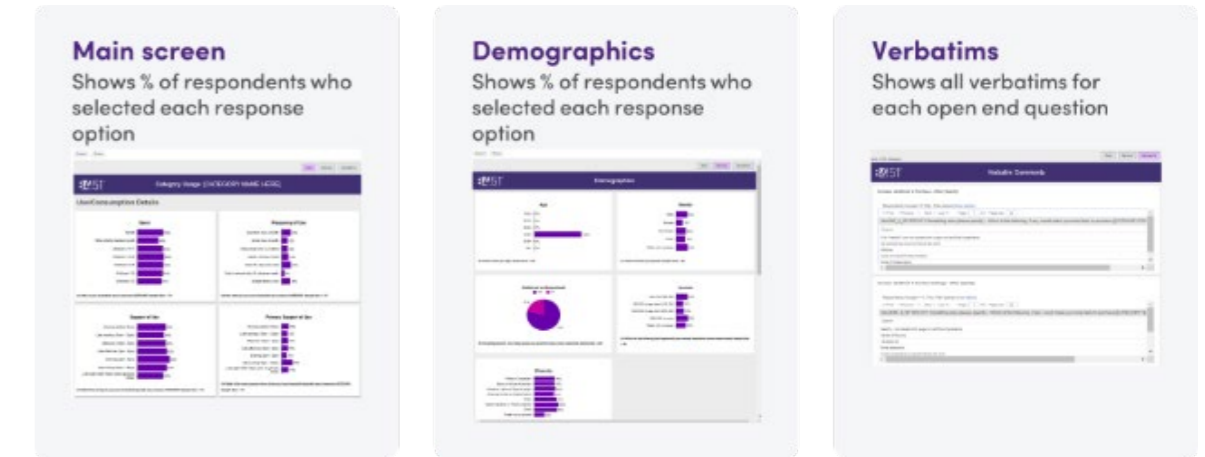


Build
90 Days – 6 Months

Enhancing your Launch & Building your Brand



TDCs are differentiated from other offers by "Savings for You" offer flag



Foundational Investment +

Description

Objective

When

Why

How

Targeted Onsite Ads (TOA)

[TOAs](#) act as a digital endcap, reaching shoppers across Kroger.com & the Kroger app with placements on Home, Search, and Savings pages.

Drive consideration, purchase intent, and amplify your brand in a constrained digital environment.

Align TOAs with TDC activations to maximize synergistic impact.

>70% TOA impressions come from New HHs, making them an effective way to grow new HH trial after initial 90-day launch. 2-5x ROAS.

- Bid via Kroger Ad Platform ([KAP](#))
Follow Always-On setup strategy
- Promote new products
 - Reach relevant and complementary sub-commodities
 - Search & Browse: 60% of TOA budget
 - Shop & Discover: 30% of TOA budget
 - In-Store: 10% of TOA budget

Targeted Digital Coupons (TDC)

TDCs are offers tailored to relevant shoppers on Kroger.com & the Kroger app. Options include **money off, free, BOGO, and Buy X Get Y offers.**

Incentivize trial and/or repeat purchasing among relevant audiences.

Use 84.51° Stratum to identify your items' purchase cycles and align TDCs to influence repeat buying.

Targeted Digital Coupons are the #1 driver of digital engagement at Kroger.

- 2x higher redemption than general pool coupons

- Submit via [Prism](#)
- 3-week lead time
 - 4-6 week campaigns
 - Disclaimer on dependencies – work back with your account team to build out plan

Real Time Insights (RTI) New Product Trier

Survey your customers with Consumer Research managed by 84.51° experts: curated survey module + 3 fully customized questions

Speak to verified buyers about your new product and identify opportunities for trial, repeat, improvements, etc.

Custom-scoped timing based on your new items' household penetration

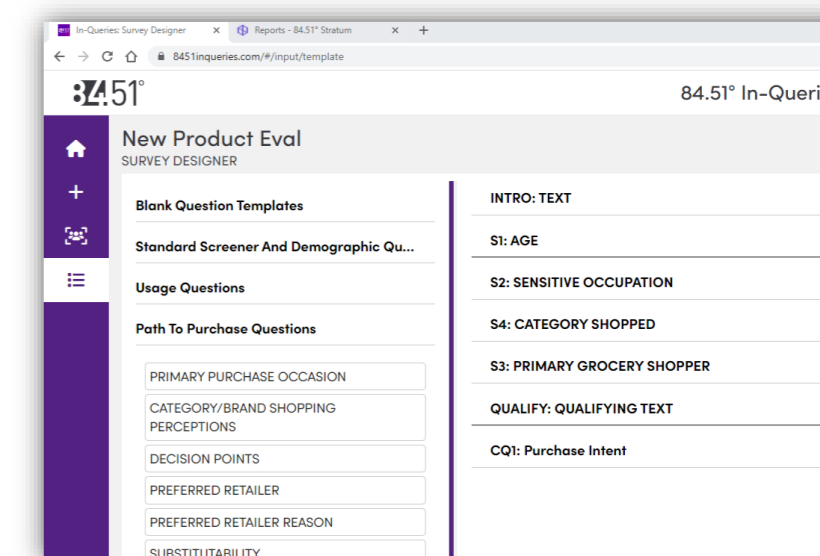
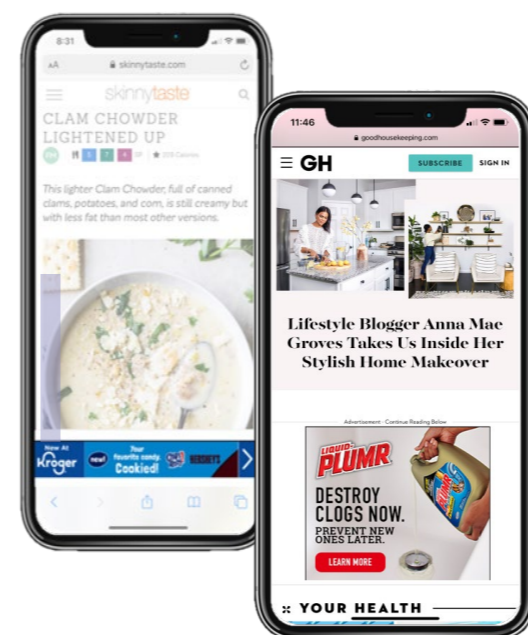
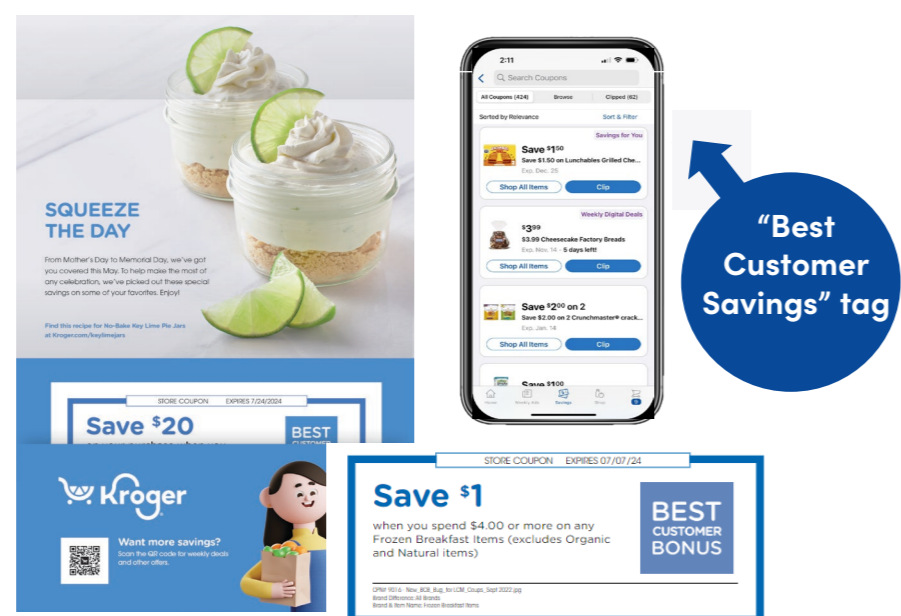
[First Party Consumer Research | 84.51°](#) reaches real human respondents, providing quality insights from shoppers who have purchased your products .

- Reach out to your CP or CS contact to scope
- Insights delivered in a live dashboard + fully custom PowerPoint report
 - Results in as little as 2 weeks



GROW
6+ Months

Investing for Long Term Growth



Foundational and Enhanced Investment +

Description

Objective

When

Why

How

Loyal Customer Mailer (LCM)

[LCMs](#) are personalized direct mail and digital offers based on past customer purchases.

Drive loyalty and retain/reward current brand buyers.

Items should be on shelf for 3 months before nomination deadline (in-home 3-4 months later).

Kroger Loyal HHs are worth 10x Non-Loyal

- 1.46x iROAS
- 18.84x aROAS

Nominate via [Prism](#)

- 1 month redemption window
- 12 campaigns per year
- 3-4 month lead time: Check key dates [here](#)
- Offer types: Money Off, Free Product, Buy X Get Y

Offsite Display

Showcase your products across websites and apps using Kroger first-party audiences in a brand-safe, relevant environment.

Drive awareness and consideration for your items and drive traffic to Kroger.com or your own site.

Align to key moments for your brands with 4-12 week campaign flights.

- 2-5x Return on Ad Spend
- 75% Viewability means your ads via KPM managed service are being seen more than industry avg

Submit via [Prism](#) for managed service

- 3-week lead time
- 4-12 week campaign flight



Pair offsite display ads with a TOAs to drive higher uplift than offsite display alone:

- +1.4% Sales \$ Uplift
- +1.4x Unit Uplift
- +4.1% in New HH Trial

84.51° In-Queries

[84.51 In-Queries](#) is a self-serve Consumer Research platform that surveys behaviorally verified shoppers for research sampling and provides results fast.

Quickly survey verified buyers of your new product to identify opportunities based on their direct feedback.

Invest in credits to launch surveys timed to business needs – trend changes, category strategies, new item appointments, annual planning, etc.

Fast & Easy: Results in 1-2 days; AI survey assistance
Quality: Behaviorally verified respondents are more trustworthy than self-claimed audience surveys.

Reach out to your CP for an initial contract and Terms of Service.

- Gain access to the self-serve portal within hours of contract & TOS signature
 - 12 months to redeem all survey questions
- Field surveys as needed with results in as little as 24 hours

Additional Brand-Building Activation Opportunities

MARKETING PACKAGES

Whether your goal is reaching more households, driving unit sales, or increasing overall revenue, our customized packages are built to deliver results. Powered by Kroger purchase-based audiences, these value-add solutions help your investment go further.

STRONG ACTIVATION PAIRINGS

Maximize impact by pairing these activations :

- **TOA + PLA:** Households are 15x more likely to convert when seeing both PLA + TOA vs. TOA alone.
- **TOA + Offsite Display:** return 1.4x unit and sales \$ uplift vs. TDC alone
- **TOA + TDC:** 41% higher iROAS for TDCs vs. TDCs alone
- **TDC + Push Notification:** 1.4x Sales Uplift Per HH compared to solo TDCs
- **PLA+ Promoted Product Carousel:** +3% Avg Weekly Sales and 7.2x aROAS vs. PLA alone

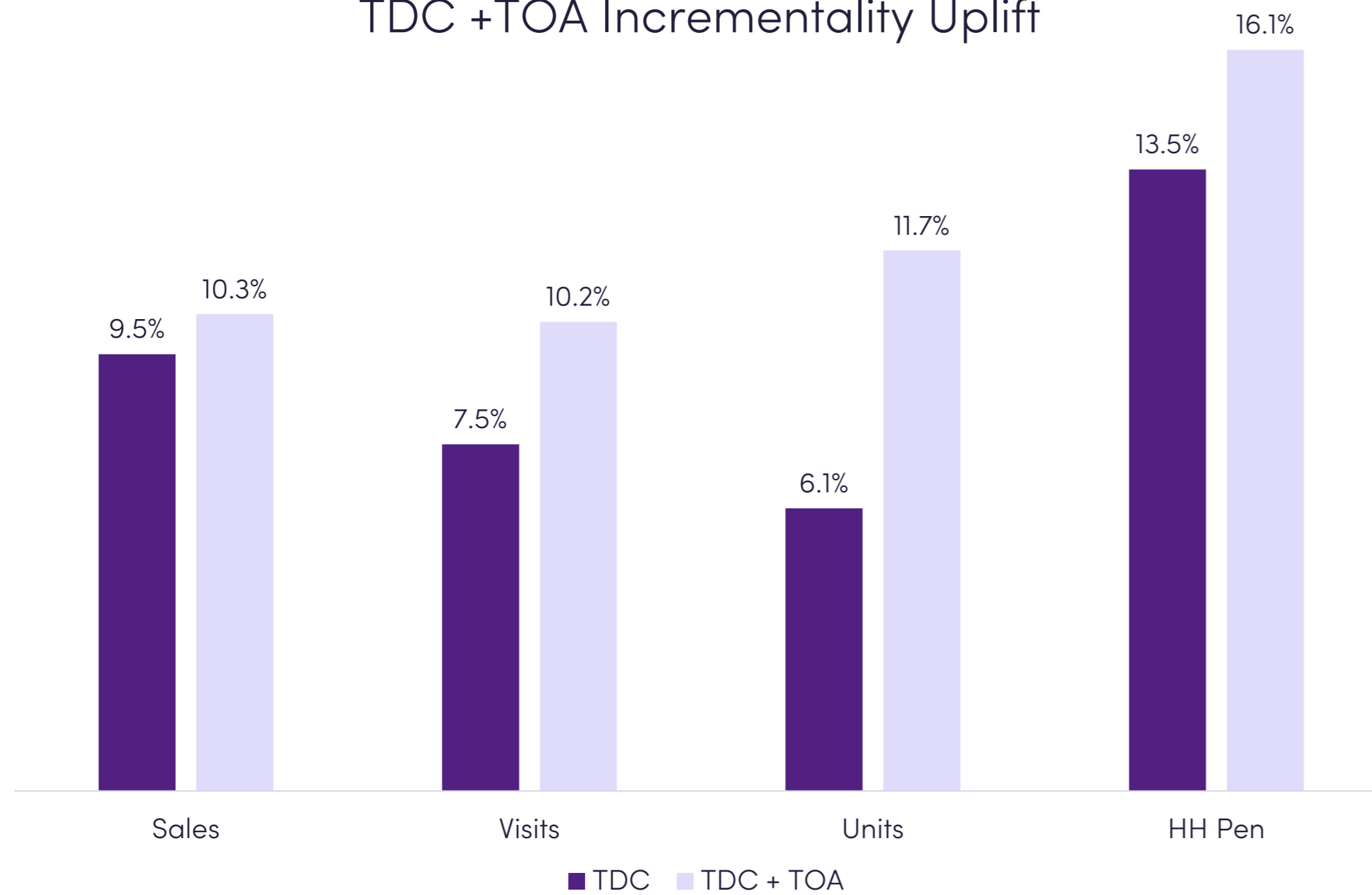
PICKUP & DELIVERY HOT DEALS

Feature new items in a Pickup and Delivery Exclusive Hot Deal to enhance visibility, increase digital penetration, and boost sales velocity. Connect with your Kroger Digital Category Manager to learn more.

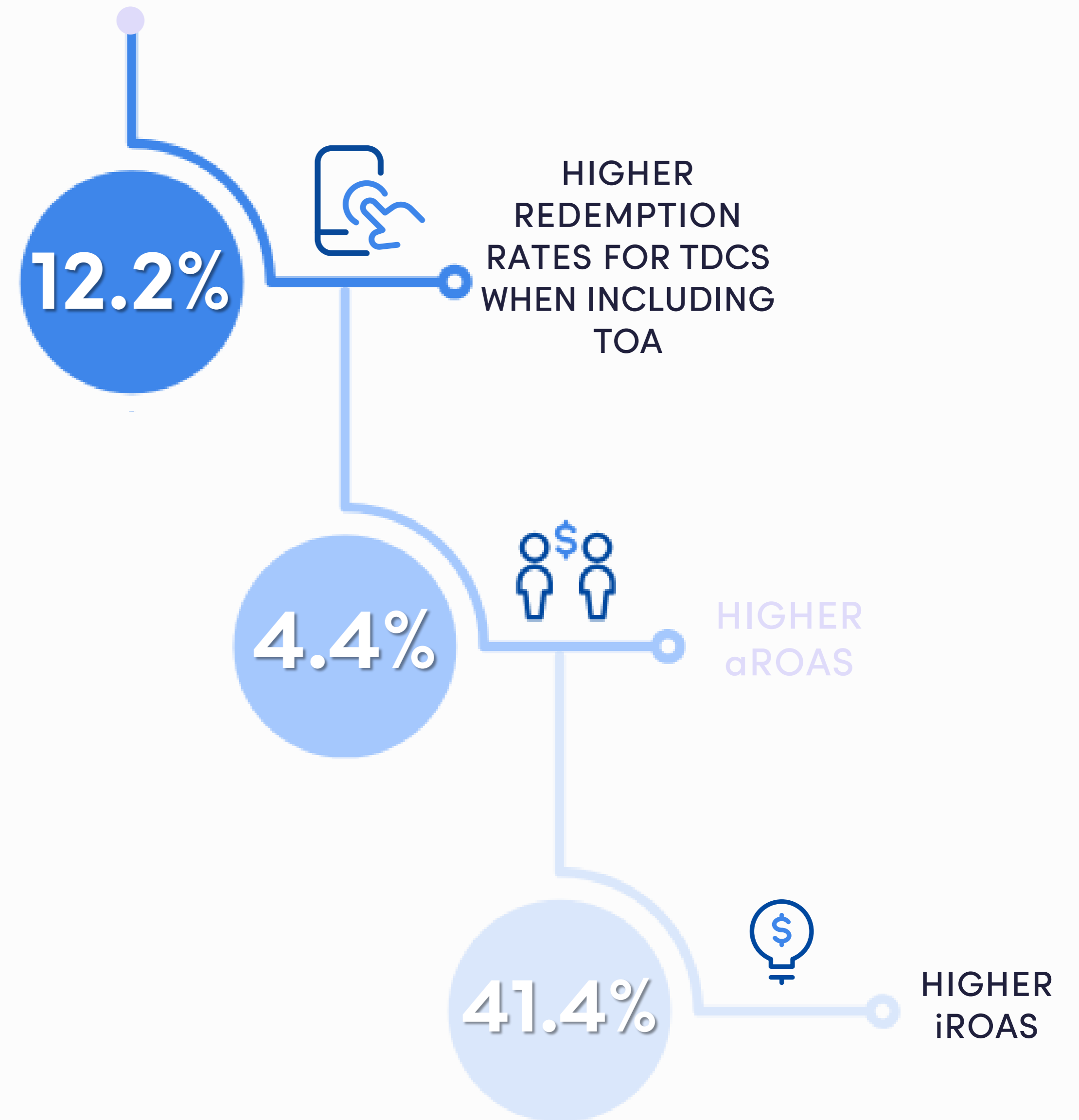
Proven Incrementality Layering **TOA** with **TDC**

KPM Data Science study shows Sales, Visits, Units, and Household Penetration are all amplified when layering a TOA onto a TDC.

TDC +TOA Incrementality Uplift



WHEN LAYERING TOA WITH TDC...



Pairing offsite display with a TOA returns higher uplift on average than standalone offsite display



1.36x

Higher sales uplift % for DISP + TOA compared to DISP only



1.41x

Higher units uplift % for DISP + TOA compared to DISP only



4.1%

Increase in new HH trial uplift % for DISP + TOA compared to DISP only

Methodology (based on 5 years of historical campaigns)

1. Calculated the average metrics for all Display only campaigns.
2. Calculated the average metrics for all Display + TOA campaigns.
3. Compared the results.

Kroger innovation **terminology explained**



New Item Launch

New items (Innovation or General launches) are a key driver of category growth, shopper excitement, and long-term brand loyalty.

- What: Every new item accepted at Kroger is considered a New Item or general innovation
- How: Accepted through Kroger KOMPASS process; chosen by Kroger Category Managers
- When: Most categories have new item resets 1-2 times per year
- Activation/Support: At the discretion of the supplier



Kroger Innovation Awards

This is the strategy, process, and support plans for big-bet innovative items at The Kroger Co. Innovative items in this context are items that are awarded as Platinum or Gold, with projected sales \$2M+, are differentiated, and have strong activation plans for the launch.

- What: Only select New Items are chosen for Platinum or Gold Innovation Awards
- How: Submit your new items for consideration through your Kroger Category Manager
- When: Items are awarded Platinum or Gold on a Quarterly basis
- Activation/Support: These items receive Merchandising Commitments, including inclusion in the circular and displays. They must also have robust KPM Insights, Media, & Incentives plans. Reach out to your CP for more information.



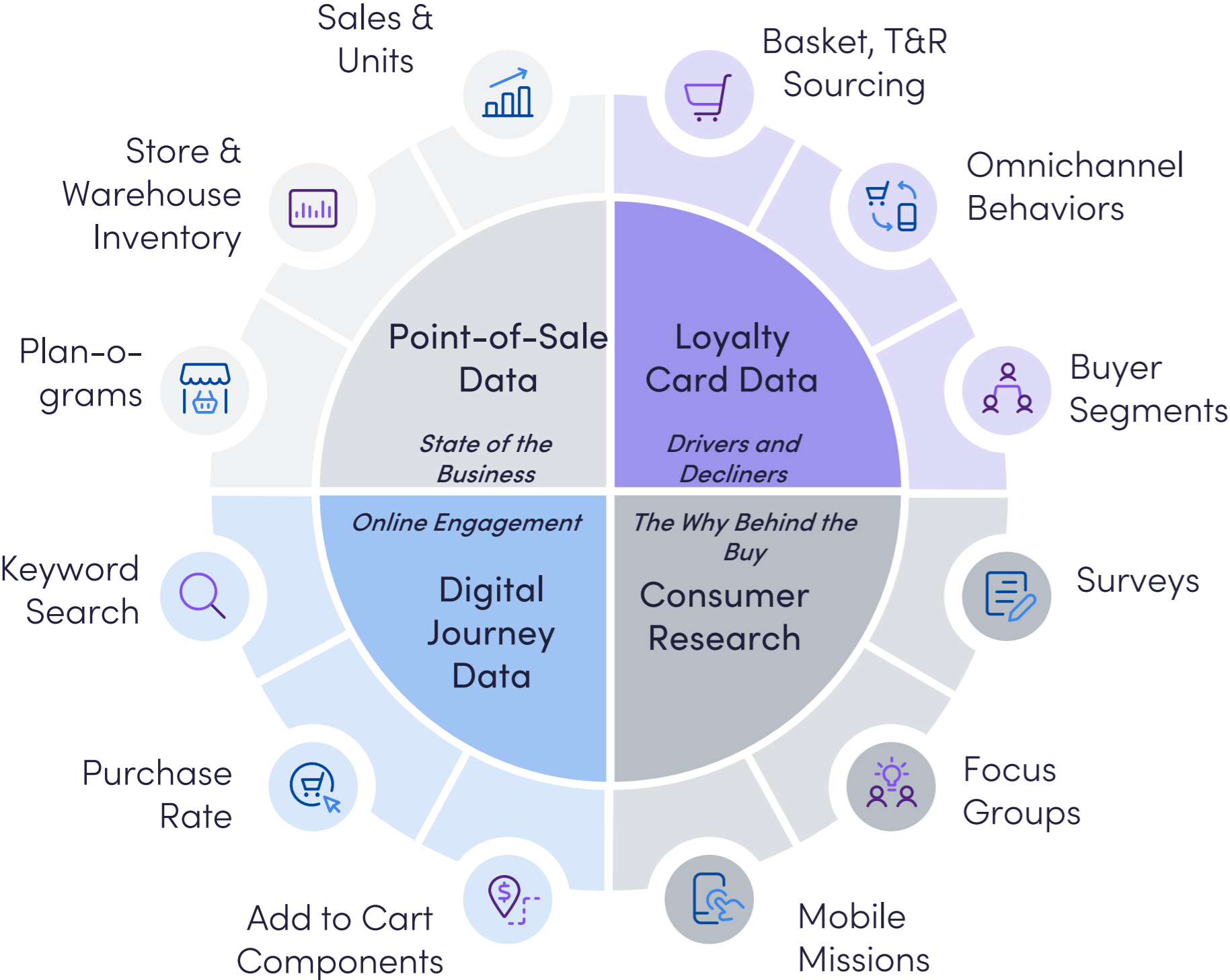
Solutions for Business Objectives

Meet your **brand objectives** with KPM's activation portfolio



Awareness	Consideration	Conversion	Retention
Audio			
Connected TV			
In-Store Digital Display			
Display Ad			
Online Video			
Influencer			
Social Media			
Email			
Targeted Onsite Ad			
Promoted Product Carousel			
Premium Placement			
Brand Shop & Campaign Page			
Direct Connect			
New at Kroger			
Custom Direct Mail			
Targeted Digital Coupons			
Push Notification			
Product Listing Ad			
		MyMagazine	
			Loyal Customer Mailer

Gain **actionable insights** with KPM's insights portfolio



LAUNCH	BUILD	GROW	PLAN	OPTIMIZE
<i>Launch your items successfully</i>	<i>Build sales through trial and repeat purchases</i>	<i>Grow your brand and drive efficiencies</i>	<i>Plan your next innovation and strategic objectives</i>	<i>Optimize your portfolio and drive category leadership</i>
OnDemand				
84.51° Stratum				
New Item Concept Screener	Real Time Insights			
			84.51° In-Queries	
			84.51° Data Direct	
			Concept Test	
			Idea Screen	
			Unmet Needs	
			Virtual In-Store Testing	
			Customer Journey	
			Price & Promo Tactic Prediction	
			Digital Journey	
			Mobile Missions	
			Space to Sales	
			Adjacency Optimization	
			Store Testing	
			Transferability of Demand	
			eComm Incrementality	

Go Deeper: Consumer Research & Custom Insights Solutions

Beyond our platform reporting in 84.51° Stratum and OnDemand, KPM provides a range of solutions to inform forward-looking strategic decisions.

Partner with our consulting team to gain access to the latest developments in retail data science or build consumer research studies to speak directly with the shoppers that buy your brands in Kroger stores.

Resources

Trainings



Onboarding *(focused on solutions integration for new users)*

		Registration Link
84.51° Stratum Jumpstart	A monthly 1-hour virtual training designed to build foundational 84.51° Stratum knowledge, featuring guided navigation, live report examples, and recommended resources to help users get started with confidence.	84.51° Stratum Learning Center
OnDemand Jumpstart	A monthly 1-hour virtual training designed to build foundational OnDemand knowledge, with guided walkthroughs and recommended resources to help users get started with confidence.	84.51° Stratum Learning Center
84.51° In-Queries Jumpstart	A monthly 1-hour virtual training focused on foundational 84.51° In-Queries knowledge, including navigational help and a live demo of how to create a survey in the tool with question writing support.	84.51° Stratum Learning Center
Kroger Ad Platform 101	A 101-level virtual training that covers basic navigation within the Kroger Ad Platform. Learn how to create campaigns and ad groups for both PLAs and TOAs.	KAP Learning Center
Prism for Media 101	A 101-level virtual training where users will learn about 84.51° Prism, including a live demonstration of the entire intake process for a Kroger Precision Marketing (KPM) managed-service campaign.	Prism Learning Center



Continuous Education *(training beyond onboarding for all users)*

		Registration Link
84.51° Stratum Spotlight	A bimonthly webinar series designed to deepen 84.51° Stratum expertise through focused deep dives into timely business topics, featuring presentation-led sessions and illustrative case study examples.	84.51° Stratum Learning Center
84.51° Stratum Essentials	A monthly virtual training series designed to expand 84.51° Stratum knowledge through live, point-and-click demonstrations focused on uncovering impactful insights.	84.51° Stratum Learning Center
84.51° Stratum Certification - Cincinnati	A monthly, in-person certification program hosted at the 84.51° Cincinnati office, designed to deepen 84.51° Stratum and OnDemand insights through guided case studies and hands-on, keyboard-driven learning.	84.51° Stratum Learning Center
84.51° Stratum Certification - Chicago	The same in-person 84.51° Stratum Certification offered in Cincinnati, held quarterly at the 84.51° Chicago office.	84.51° Stratum Learning Center
KPM Learning Lab	A virtual training series that dives into new product releases and enhancements across the Kroger Precision Marketing (KPM) portfolio, helping users stay informed on the latest KPM brand building solutions.	KAP Learning Center

Key Links

Please bookmark these links for future reference.

- New Client Setup Info [here](#)
- Password Reset [here](#)

Insights

[84.51° Stratum](#)

- [84.51° Stratum Learning Center](#)
 - [Learn by Business Question](#)

[OnDemand](#)

- [OnDemand Learning Center](#)

[Email 84.51° Service Desk with product support issues](#)

Have a business question that can't be answered in 84.51° Stratum/OnDemand?

- Review our [Custom Insights](#) and [Consumer Research](#)

Activation & Measurement

[Prism](#)

- [Prism Learning Center](#)

[KAP](#) (Kroger Ad Platform)

- [KAP Learning Center](#)

[CAAM](#) (Creative)

- [CAAM Learning Center](#)

[KPM Solutions Overview](#)

[Specs & Working with Us Info](#)

RESOURCES

Acronym	Full Name	Description
IP Data	First-Party Data	Data collected directly from the Kroger loyalty card, used for insights, activation, and measurement.
aROAS	Attributable Return on Ad Spend	Measures the revenue attributed to ad spend for a specific campaign, among all HHs exposed/targeted.
CTV	Connected TV	Advertising delivered via internet-connected television platforms (like Roku), part of KPM's activation portfolio.
DISP	Display Ad	Offsite digital ads to drive awareness and consideration across the web, often paired with TOA for higher uplift.
HH	Household	Refers to Kroger shopper households, a key unit for targeting and measurement.
iROAS	Incremental Return on Ad Spend	Measures the incremental revenue generated by ad spend, above and beyond the matched control group.
IQ	In-Queries	Self-serve consumer research platform surveying verified Kroger shoppers for fast, actionable insights.
KAP	Kroger Ad Platform	Self-serve platform to plan, build, activate, and measure ad campaigns (PLAs, TOAs) on Kroger's digital properties.
KOMPASS	Kroger Optimization Management Plan Aligning Store Sales	The process for submitting new items for consideration and launch at Kroger.
KPM	Kroger Precision Marketing	Insights to activation brand builder powered by Kroger's first-party data.
LCM	Loyal Customer Mailer	Personalized direct mail and digital offers sent to loyal Kroger households to drive retention and reward buyers.
PLA	Product Listing Ad	Sponsored product placements in search results and carousels on Kroger.com and the Kroger app.
POS	Point-of-Sale	Data captured at checkout, used for insights and targeting.
Prism	84.51° Prism	Platform for submitting and managing KPM managed service campaigns, including media and incentives.
RTI	Real Time Insights	Immediate feedback and data on product performance and shopper behavior, often delivered via dashboards.
Stratum	84.51° Stratum	Self-serve insights platform with POS and purchase data, built for tracking performance and shopper behavior.
T&R	Trial & Repeat	Metrics and insights focused on driving new item trial and repeat purchase rates.
TDC	Targeted Digital Coupon	Personalized digital coupons for relevant shoppers, designed to incentivize trial or repeat purchases.