

KPM LEARNING LAB

Precision View 360 Measurement Launch Training

Introducing KPM's newest omnichannel measurement solution.



TODAY'S AGENDA



Kroger Precision Marketing Powered by 84.51° Overview

KPM Measurement Overview

Introducing: PV360

Reporting Output Examples

Q&A and Resources

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.



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!

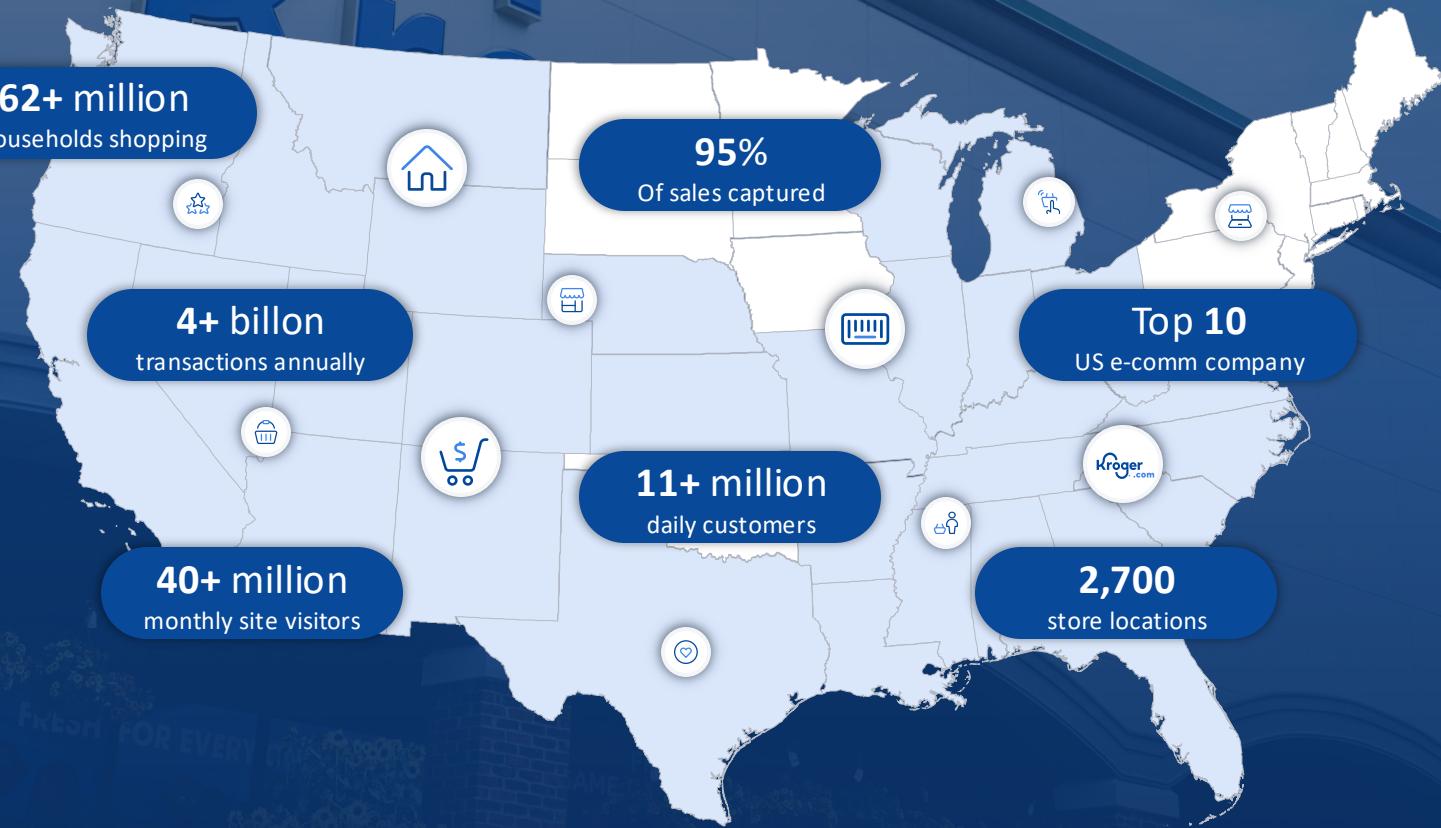


KROGER PRECISION MARKETING POWERED BY 84.51°





Kroger is America's #1 grocery retailer

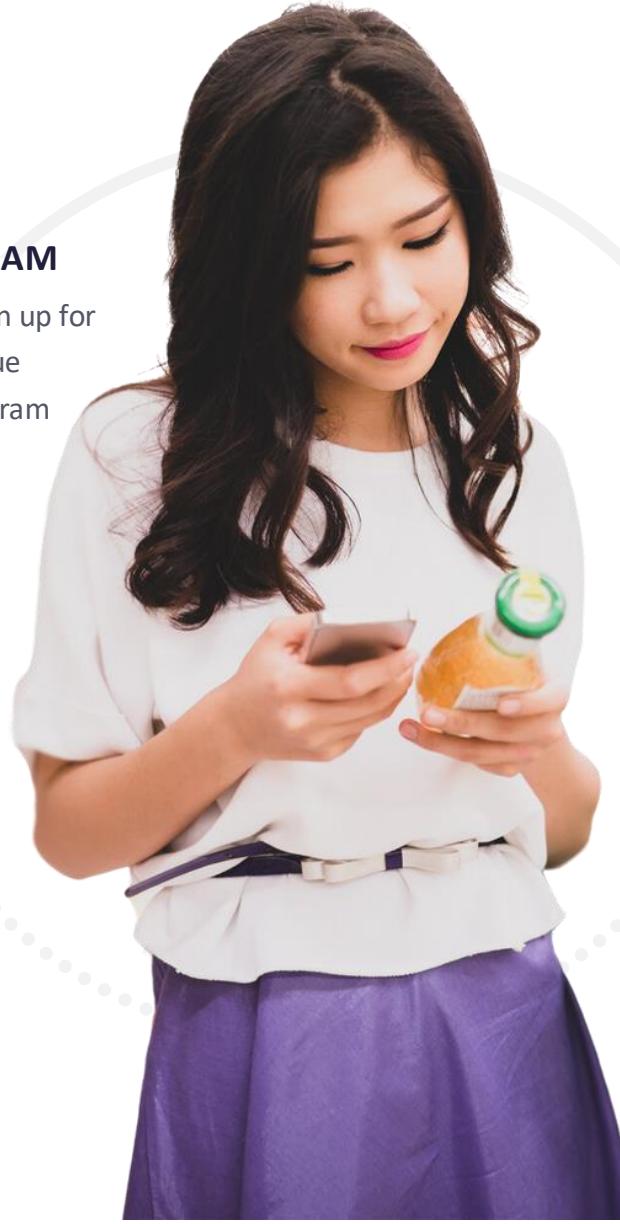


Kroger's loyalty program captures **95%** of sales resulting in robust data for insights, audiences, activation and measurement.



LOYALTY PROGRAM

Engaged shoppers sign up for and participate in value exchange loyalty program



SAVINGS & REWARDS

Shoppers earn coupons, fuel points and personalized offers for participating

Introducing the unified Kroger Precision Marketing Powered by 84.51°

Kroger Precision Marketing helps brands build strong connections with consumers to drive sustainable brand growth through science driven Insights to Activation.



Brand building begins with the right data

And KPM's 1st party data has the precision you need to understand, activate against, and measure those audiences

WE BUILD BRANDS



INSIGHTS

Using 1st Party Audiences in Insights Solutions proves to be more **Accurate** and **Actionable** so you can trust your insights.

Differentiators: Verified Purchases & Real Humans in Consumer Research



95%

sales coverage driving accuracy



#2

in sharing actionable data from
P2PI 2024 Trends Survey



ACTIVATION

Activating 1st Party Audiences proves to be more **Effective** and **Efficient** so your investments go further.

Differentiators: No Modeling and Future Proof



40%

higher lifetime value



51%

impressions needed to amass
the same total sales



MEASUREMENT

Measuring with 1st Party Data provides results are **Timely** and **Deterministic** so you can optimize and prove success.

Differentiators: Closed Loop Sales Match and Incrementality



Daily

Campaign results for select
channels



100%

of audience targeted channels
provide measurement by
audience

How We Win Together & Drive Growth

INSIGHTS FROM 84.51° STRATUM:

Bagged Snacks Category at Kroger is declining.

Fewer **buyers**, fewer trips.

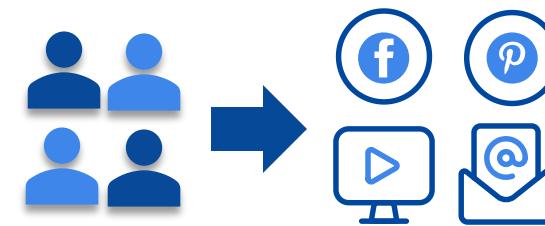
Reengage with HHs to reverse decline & **attract** new HHs to generate growth.

INSIGHTS

84.51°

STRATUM

ACTIVATE WITH KPM:



Lapsed Buyers of Bagged Snacks

Loyalty & Media

ACTIVATION

SHOW THE IMPACT:

Attributable Return on Ad Spend

8.43x

Incremental Sales Uplift⁽²⁾

+17.3%

HH Penetration Uplift⁽²⁾

+5.0%

Web/Store Visits Uplift⁽²⁾

+16.7%

Units Uplift⁽²⁾

+17.2%

PLA Conversion Rate

65.2%

MEASUREMENT

KPM MEASUREMENT OVERVIEW

KPM Measurement

Our data and measurement methodology gives us the ability to truly isolate the impact of media.



PASSIVE DATA COLLECTION

95% of all shopper transactions are collected through our loyalty program



TARGETED MEDIA

We use Kroger household IDs and online user IDs to reach our shoppers on the open web and onsite



CLOSED LOOP SALES MATCH

Offline & online sales are matched back to specific households through loyalty card data for channels where household-level exposure is available



MEASURE INCREMENTAL LIFT

We use a control group to compare sales between exposed & non-exposed shoppers. The difference is incremental sales uplift

KPM MEASUREMENT SCIENCE

Metrics Defined.

Incremental metrics are not exactly a subset of attribution, because they vary in time-period covered, and methodology used.



ATTRIBUTABLE SALES

Sales that were realized by all exposed households within the standard two-week attribution window, often only credited to campaign that reached them last.

aROAS

aROAS - Sales that were attributed within the two-week window, divided by the campaign cost

$$aROAS = \frac{\text{Total Attributable Test Sales}}{\text{Total Campaign Cost}}$$



SALES UPLIFT

a.k.a. Incremental Sales: the additional dollars spent above and beyond what would have been expected without the execution of the marketing campaign. This occurs over a post period, where post period length is defined by channels. Also available for KPIs: Units, Visits and Households (i.e. Visit uplift).

iROAS

Sales that were realized above and beyond the control group due to media exposure, divided by the campaign cost

$$iROAS = \frac{\text{Total Test Sales} - \text{Total Control Sales}}{\text{Total Campaign Cost}}$$

Attribution Specifics by Product Line.

SELF SERVICE ONSITE

- Sales is attributed to the last exposed click or impression for a given ad group within last 14-day window for hero and halo products

Real-time attribution reporting refreshed every 4 hours

MANAGED OFFSITE

- Uses rolling methodology to attribute sales to a given exposure in the last 14 days at a household and campaign level

One-time report, 2 weeks after campaign ends

DIRECT CONNECT

- Sales is attributed to the last exposure within 14 days at a household and campaign level

Inflight attribution reporting provided daily after campaign starts



INTRODUCING: PRECISION VIEW 360



Ad Measurement is at a Turning Point.



LIMITED DATA SHARING

Prevalent privacy legislation and AdTech responses have reduced the old ways of data sharing.



INCREASED FRAGMENTATION

A growing number of channels complicates campaign management and performance measurement.



LACKING PRECISION

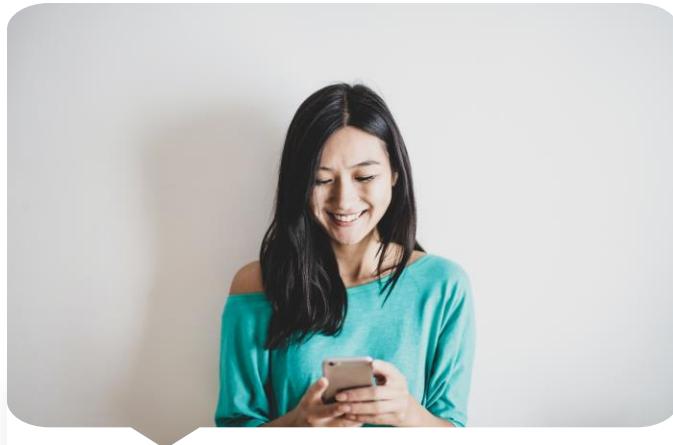
Existing comprehensive measurement solutions, like MMM, often lack the precision of granular data.



FASTER DECISION MAKING

Advertisers cannot wait for a yearly or quarterly read but need faster results from individual media plans.

Introducing **Precision View 360**.



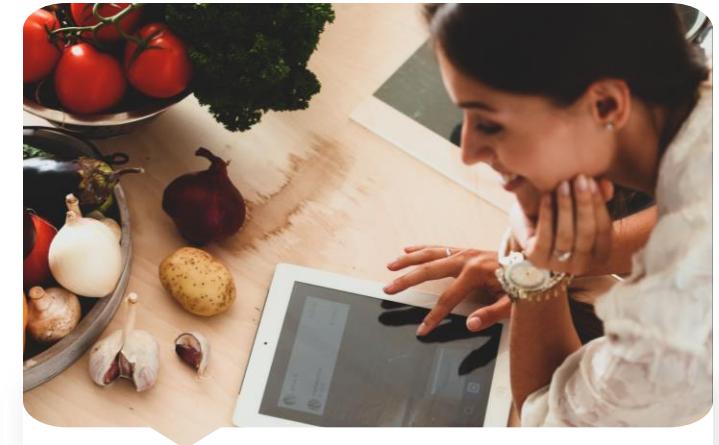
PRECISION HH RESULTS

Granular household level measurement conducts per channel wherever possible, with KPM technology or with Clean Room partners.



COMPREHENSIVE MARKET MODEL

A Bayesian market level model informed by the channels' granular results quantifies total media contribution by overall and by channel.



ONE WHOLISTIC REPORT

Results are assembled into a wholistic report understanding the campaign's performance across business KPIs for all channels in the media plan.



PRECISION VIEW LITE

Coming Soon – Precision View Lite

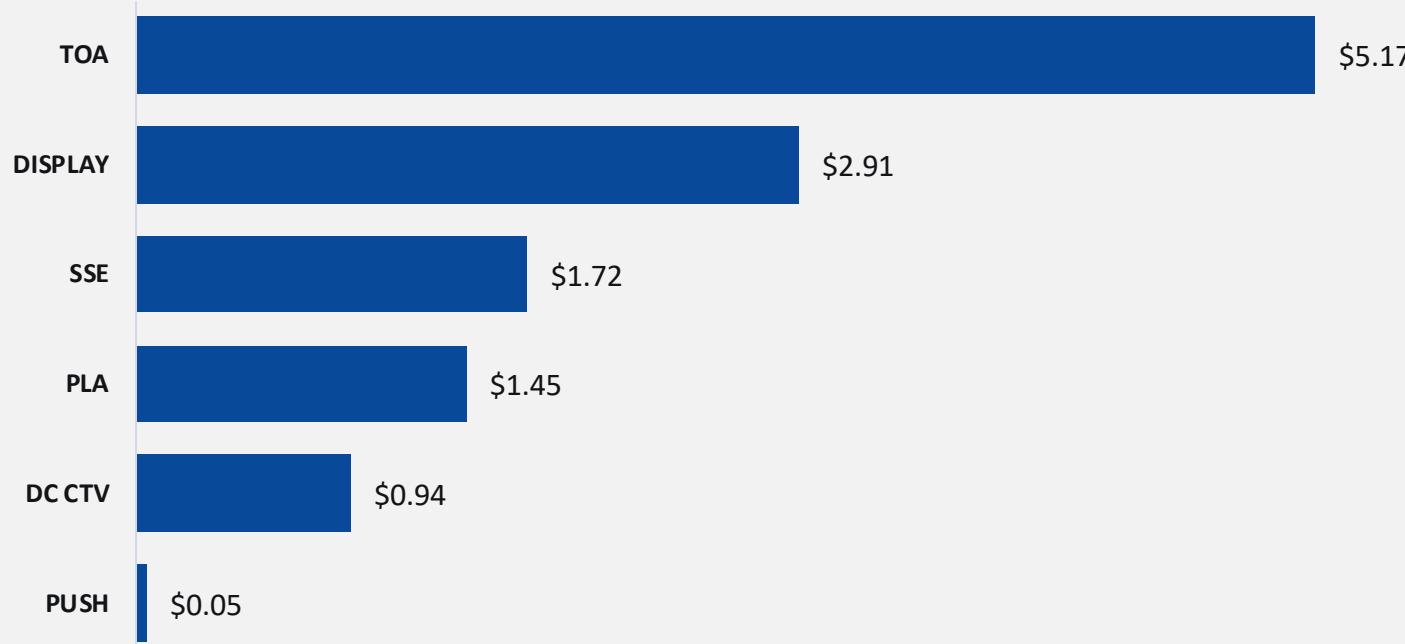
Launching January 1st, 2026, this omni-channel measurement solution will provide deduped attribution across a wide array of KPM channels to demonstrate which combination of tactics delivers the best **attributable** return on ad spend.

		Requirements	Delivery	Metrics
<ul style="list-style-type: none"> Included at no charge for all campaigns with 2+ channels. Opt-in is required via Measurement Intake Form. 		<p>A PowerPoint presentation with results will be delivered ~2 weeks post last exposure.</p>		<ul style="list-style-type: none"> Impressions, Unique Reach Total Sales, Units, Visits, HHs aROAS (by Channel) Conversion Rate, New HH Conversions & Repeat Channel Specific Reporting

Channel	Availability	Channel	Availability	Channel	Availability
Managed Service Onsite		Managed Service Offsite		Self-Service Offsite	
EMOD	●	Display	●	Direct Connect TTD	●
SSE	●	Video	●	Direct Connect	
Push	●	Pinterest	●	Yahoo	●
Brand Shops	● Roadmap	Pandora	●	Incentives	
Premium Placement	● Roadmap	Programmatic Audio	●	TDC	●
Self-Service Onsite		Programmatic CTV		BCC	● Roadmap
TOA	●	Meta	●	In-Store	
PLA	●	Snapchat	●	In Store Digital Display	
PPC	●	Disney	●		
Onsite Video	●	Roku	●		
		Influencer	●		

Attributable Sales by Channel

aROAS by Channel Type



Precision View reports will provide **deduplicated Attributable Sales** that consider **touchpoints from all channels**.

These numbers **will differ** from individual campaign reports because more channels are being considered together.



PRECISION VIEW 360

Now Live – Precision View 360

Our newest omni-channel measurement solution will provide deduped attribution and **incrementality** across nearly **all** Onsite and Offsite KPM channels to demonstrate which channel interactions drive the highest boost in incremental sales for your brand.

Requirements

- Included at no charge for all campaigns with 3+ channels and \$400k+ in media spend.
- Opt-in is required via Measurement Intake Form.

Delivery

A PowerPoint presentation with results will be delivered ~5-9 weeks post last exposure.

Metrics

- All Precision View Lite metrics
- Sales Uplift
- iROAS by Channel & Time
- iROAS by Channel Interactions

Channel	Availability	Channel	Availability	Channel	Availability
Managed Service Onsite		Managed Service Offsite		Self-Service Offsite	
EMOD	●	Display	●	Direct Connect TTD	●
SSE	●	Video	●	Direct Connect	
Push	●	Pinterest	●	Yahoo	●
Brand Shops	● Roadmap	Pandora	●	Incentives	
Premium Placement	● Roadmap	Programmatic Audio	●	TDC	●
Self-Service Onsite		Programmatic CTV	●	BCC	● Roadmap
TOA	●	Meta	●	In-Store	
PLA	●	Snapchat	●	In Store Digital Display	●
PPC	●	Disney	●		
Onsite Video	●	Roku	● Roadmap		
		Influencer	●		

Precision View 360 Model.

HH LEVEL EXPERIMENTS

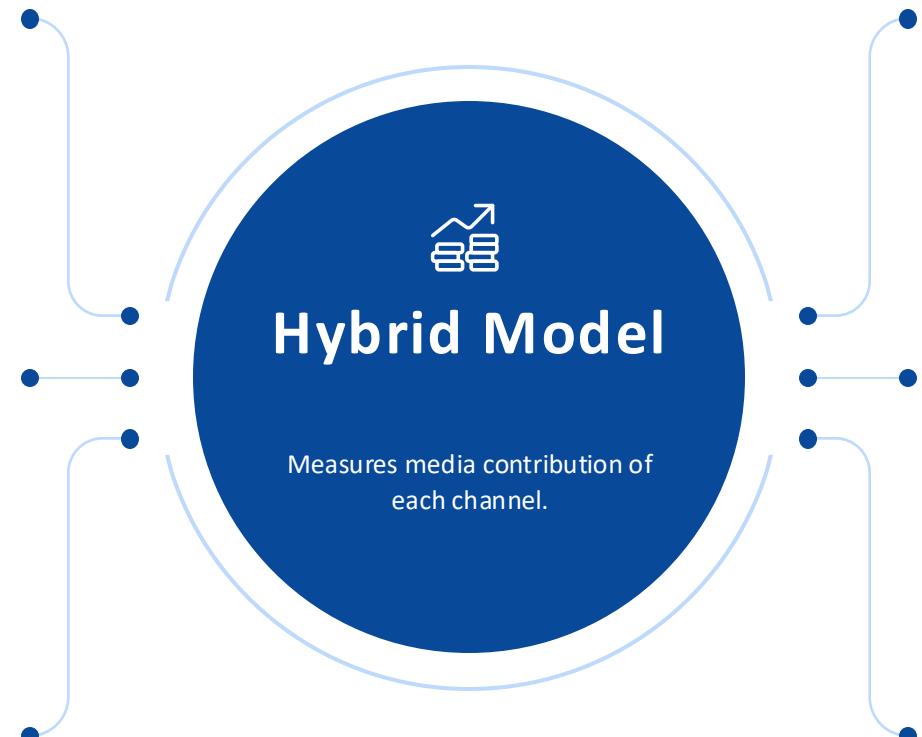
Granular HH measurement is executed with the appropriate measurement post-period, making audience-level results and attribution metrics available.

INFORMATIONAL PRIORS

Each channel's iROAS results are then fed to the Market model as inputs for each tactic's effectiveness.

AGGREGATED DATA

Sales and impressions are aggregated from the log files and targeted/exposed populations to the by day, by division level.

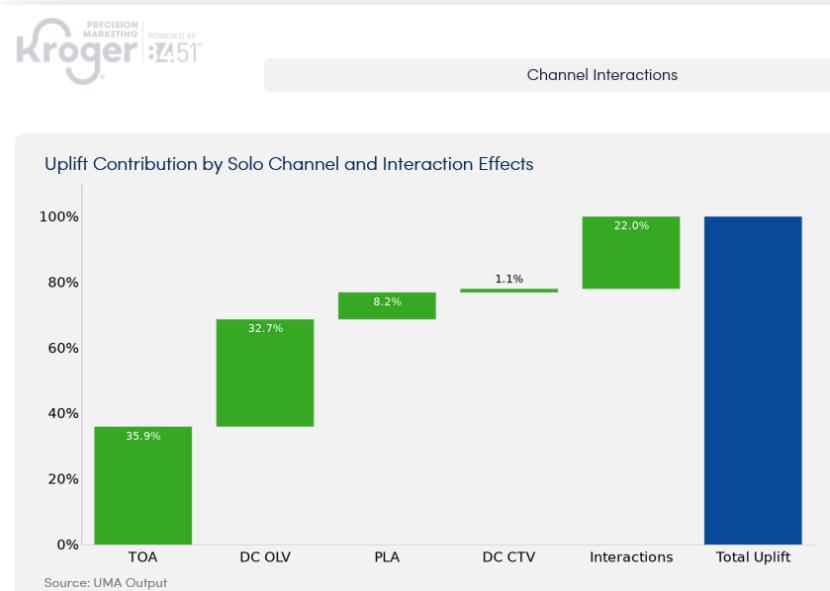


PRECISION VIEW 360

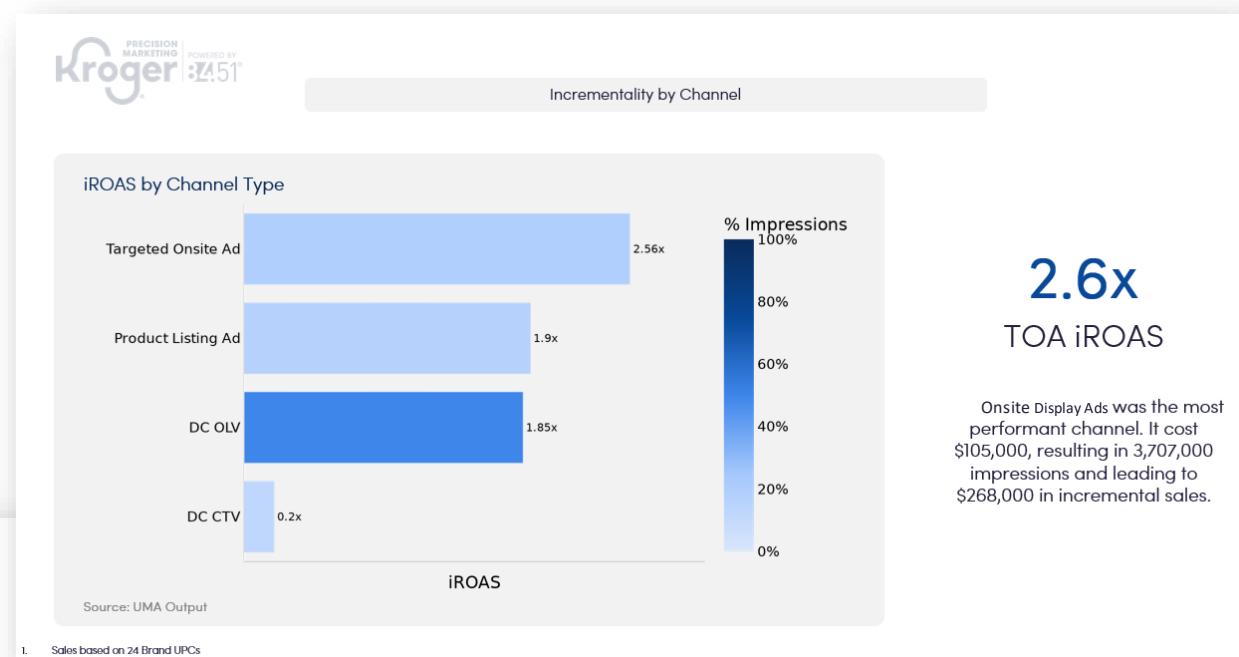
Holistic Report.

Results are blended into a macro + micro report sharing iROAS and performance metrics at the campaign level, by channel, and by channel interactions.

Additional insights offered for HH acquisition, UPC contribution, and channel level targeting performance.



Results based on Unified Measurement Science
Sales based on 24 Brand UPCs



22.0%

of total uplift can be attributed solely
to the interactions between the 4
channels in the campaign

TOA

was the best performing single
channel, contributing to 35.9% of
total uplift

2.6x
TOA iROAS

Onsite Display Ads was the most
performant channel. It cost
\$105,000, resulting in 3,707,000
impressions and leading to
\$268,000 in incremental sales.

REPORTING EXAMPLES



Precision View Lite

Output Example - Brand X 1H 2025

Precision View Lite

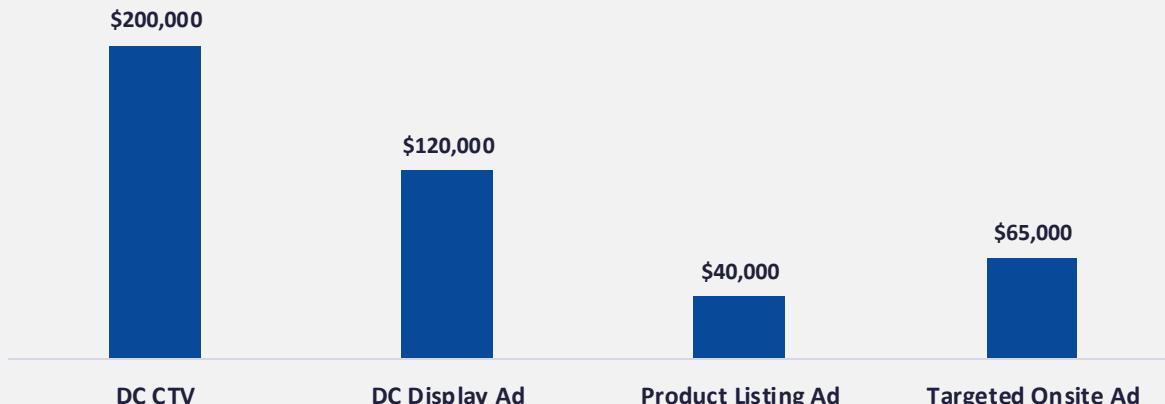
Background

- Flighting: 01/01/2025 - 03/26/2025 (12 weeks)
- Total Cost: \$425,000
- Measurement UPCs: # UPCs
- Channels:
 - Targeted Onsite Ad
 - DC CTV
 - DC Display Ad
 - Product Listing Ad

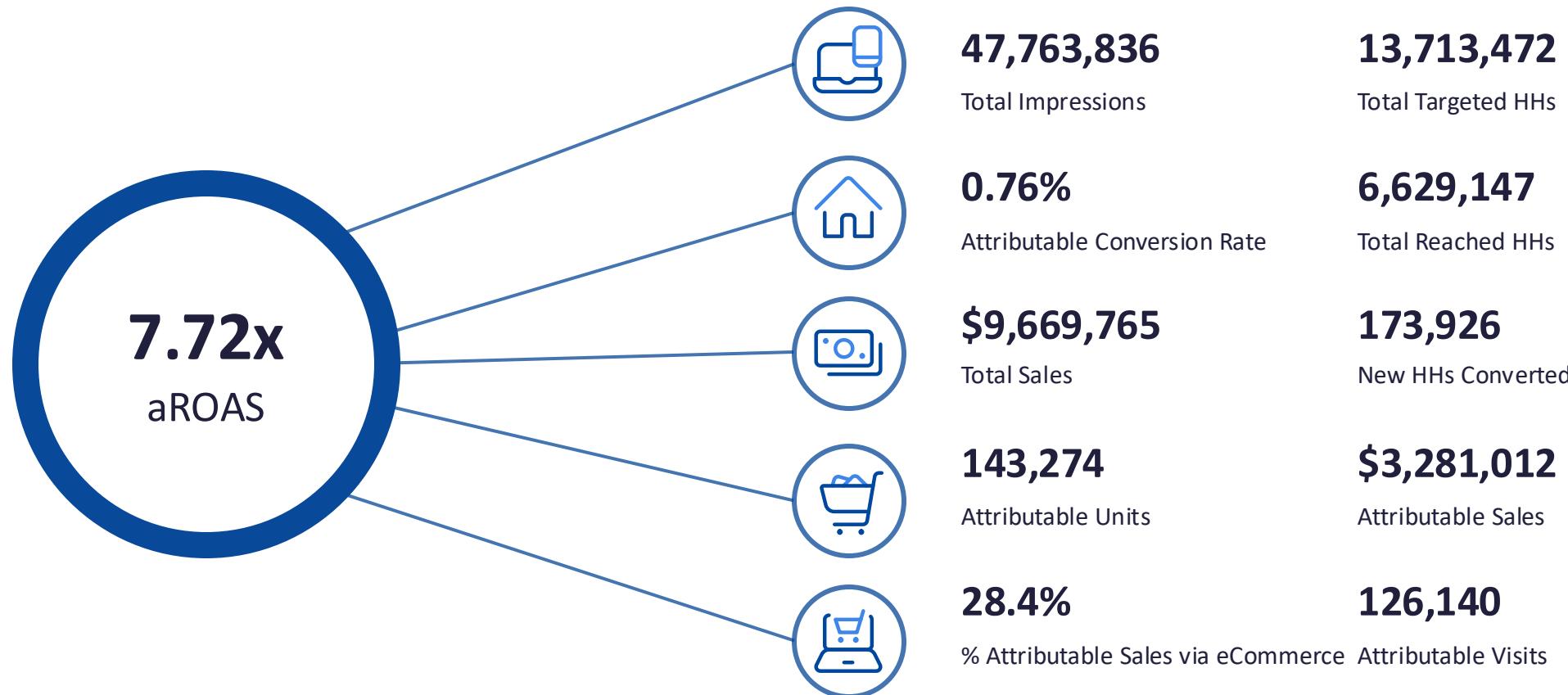
Flighting by Tactic



Cost by Tactic



Performance Summary



1. Results based on Precision View Lite Measurement Science

2. Total Sales based on total targeted HHs

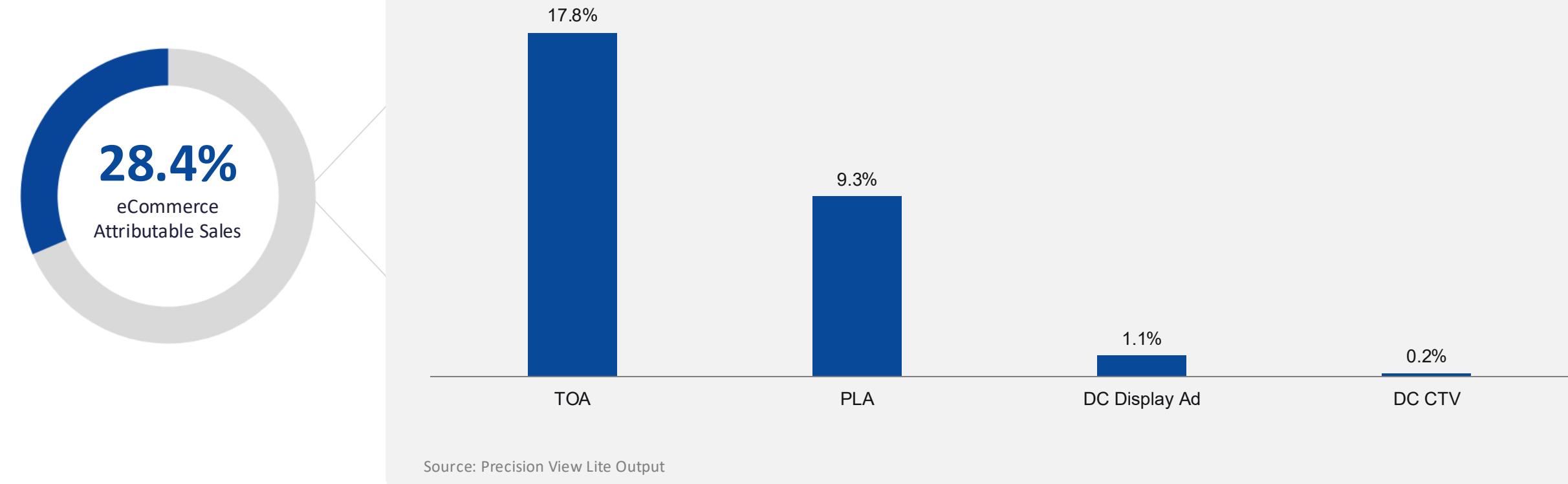
3. New households defined as having no purchase of any measured UPCs in 52 weeks prior to campaign start

4. Sales based on # UPCs

Attributable eCommerce Performance

TOA contributed most (17.8%) to attributable eCommerce sales

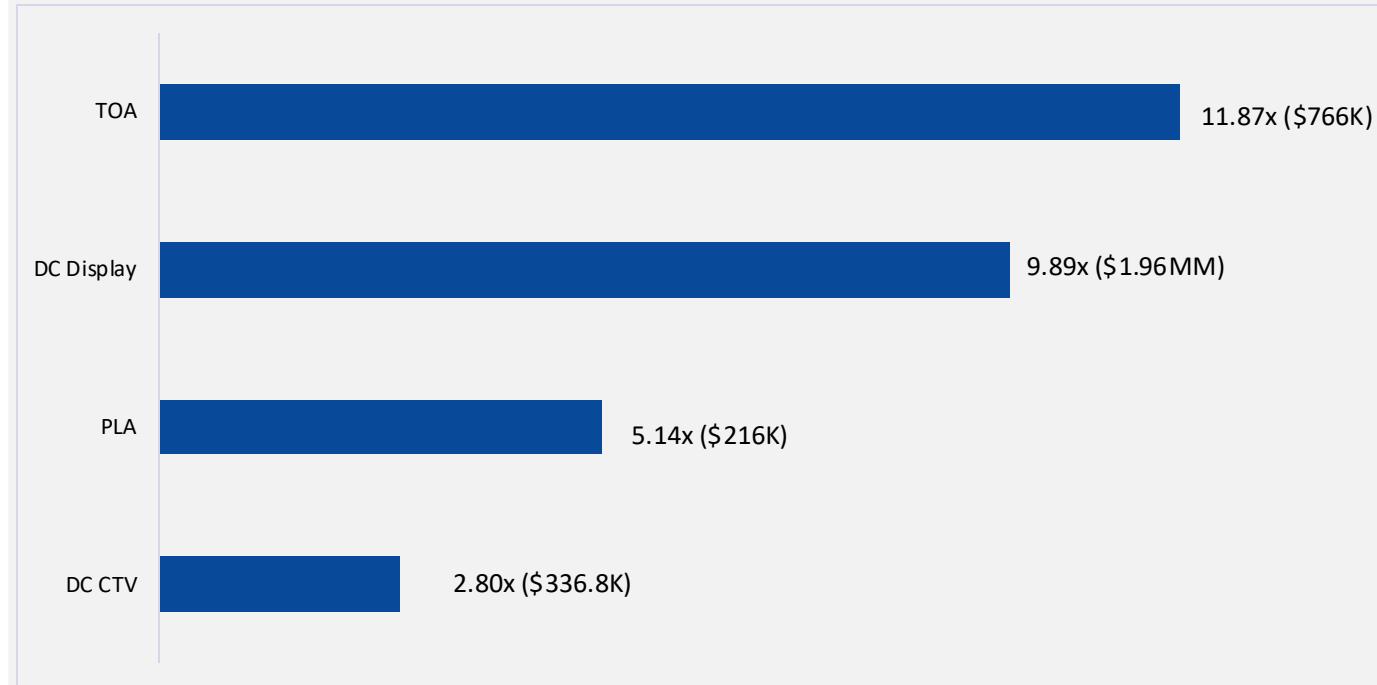
TOA produced \$235,378 in attributable sales via eCommerce



1. Results based on Precision View Lite Measurement Science

2. Sales based on # UPCs

aROAS by Channel Type



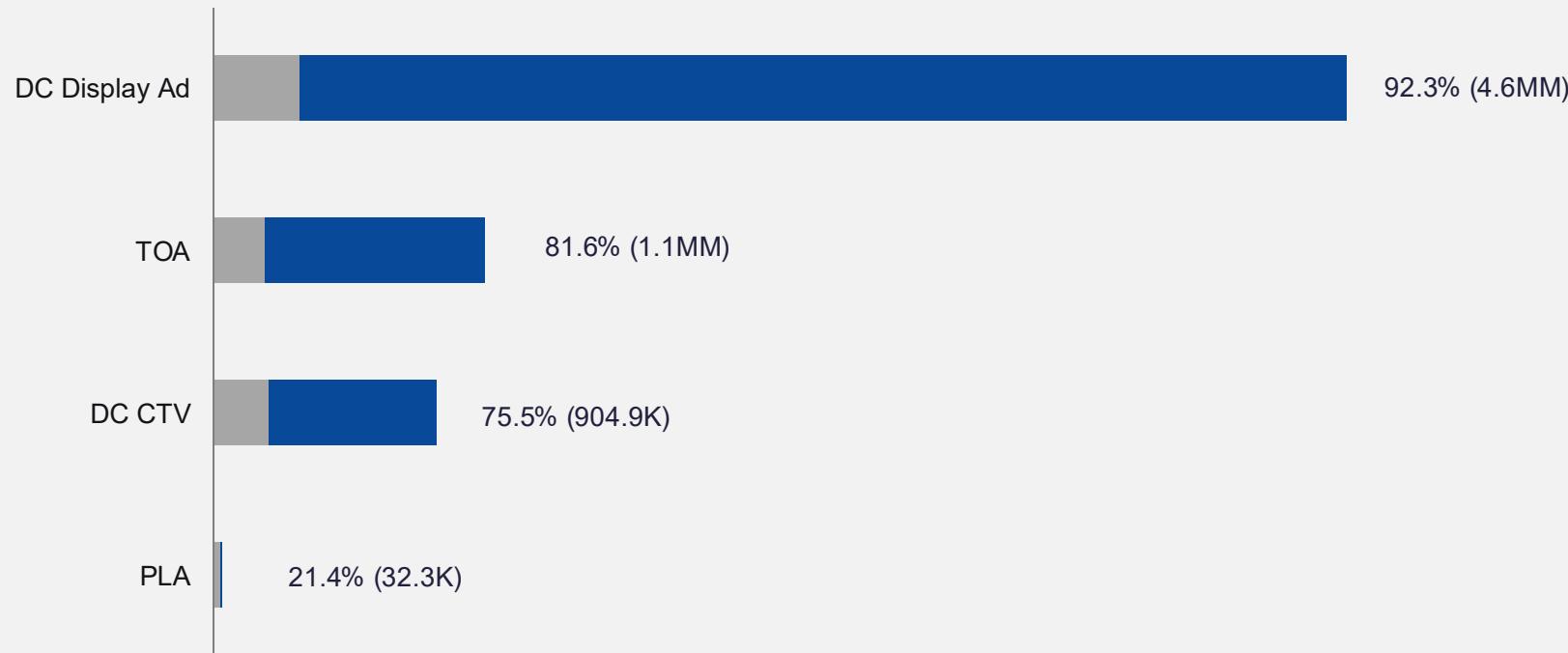
Source: Precision View Lite Output

11.87x
TOA aROAS

Targeted Onsite Ad had the best aROAS. It cost \$64,572, resulting in 2,517,870 impressions and leading to \$766,340 in attributable sales.

1. Results based on Precision View Lite Measurement Science
2. Sales based on # UPCs

Audience Reach by Channel + % of Audience that is Unique to that Channel



Source: Precision View Lite Output

DC Display Ad

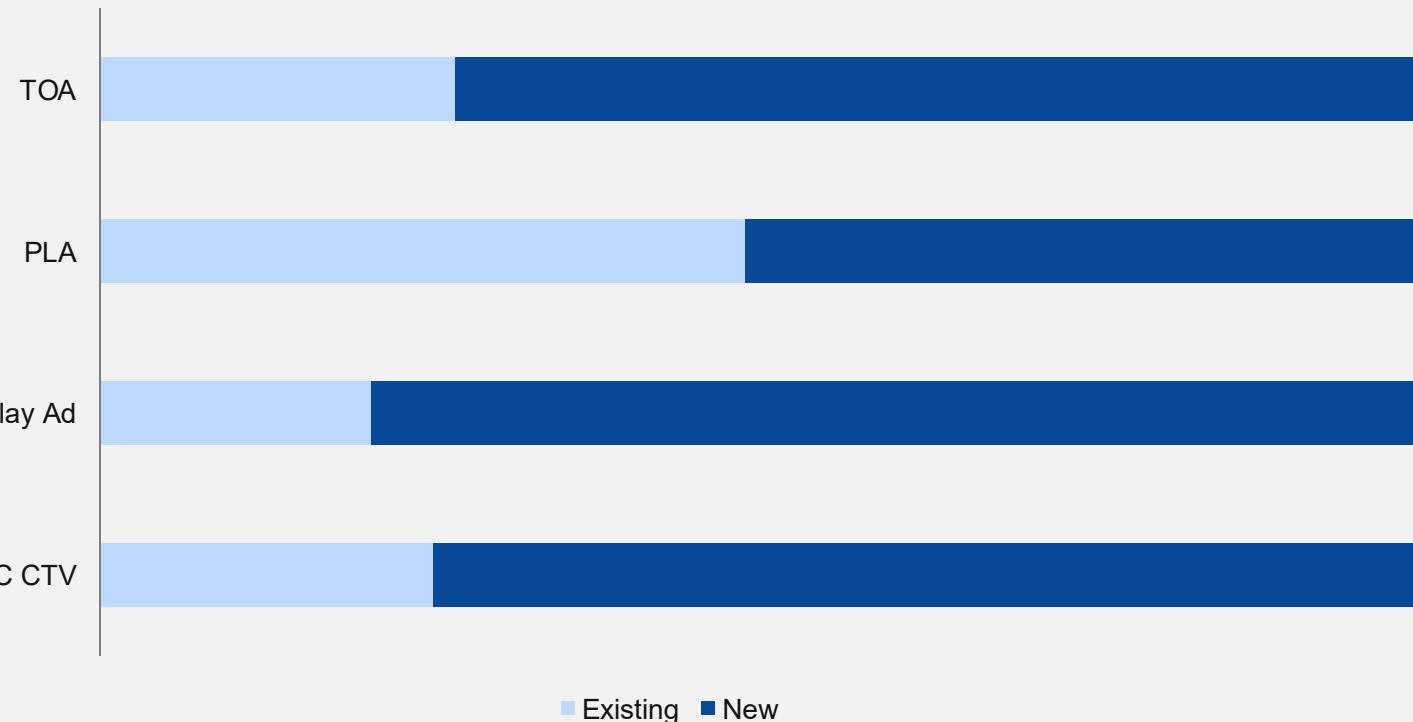
Provided the most reach by exposing 4,590,247 HHs during the measurement period

DC Display Ad

Had the largest unique audience reached, with 92.3% of the exposed reach going to HHs that only saw the DC Display Ad

1. Results based on Precision View Lite Measurement Science
2. Reached is defined as the HH received an impression from that channel at any point during the campaign period

HH Type Reached by Channel



DC Display Ad

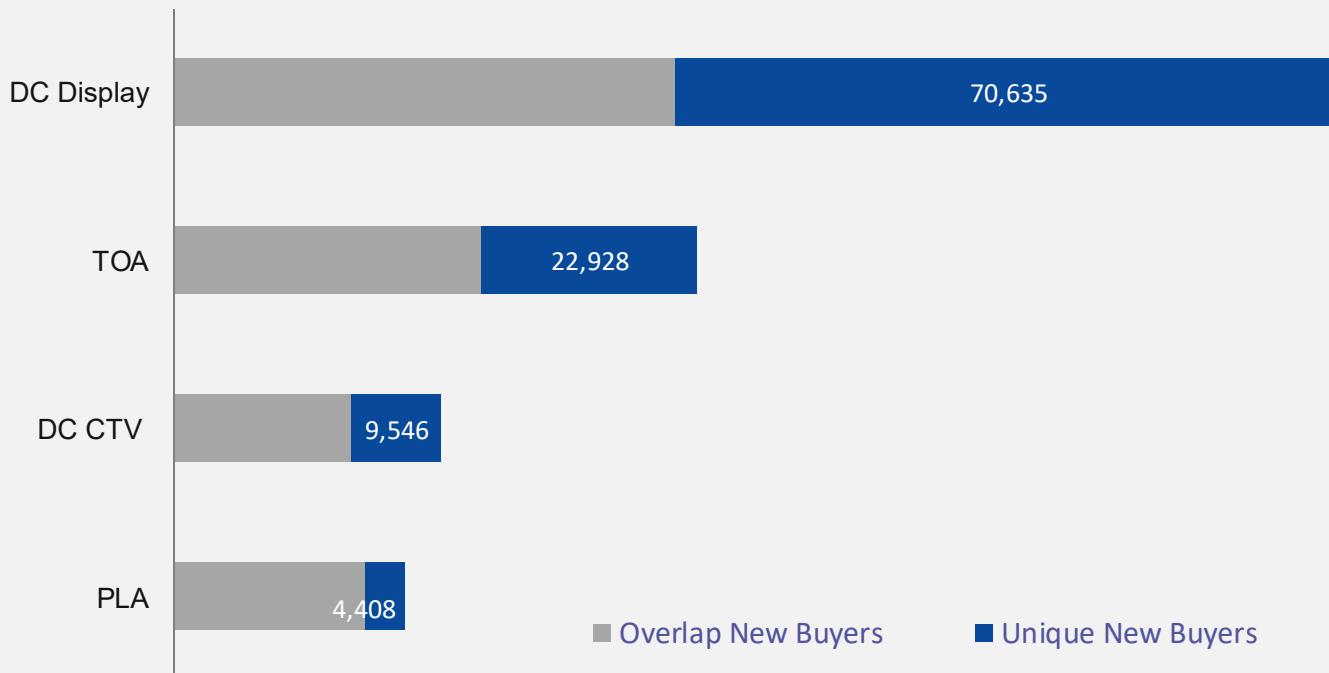
Predominantly reached New HHs

PLA

Predominantly reached Existing HHs

1. Results based on Precision View Lite Measurement Science
2. HHS here are not mutually exclusive – a HH can be exposed to multiple channels. New/Existing is based on Pre Period definition, regardless of post period buyer behavior

Exposed New HH Conversion by Channel



Source: Precision View Lite Output

173,926

Exposed New HH Converted

DC Display

was most performant in converting New HHs

70,653

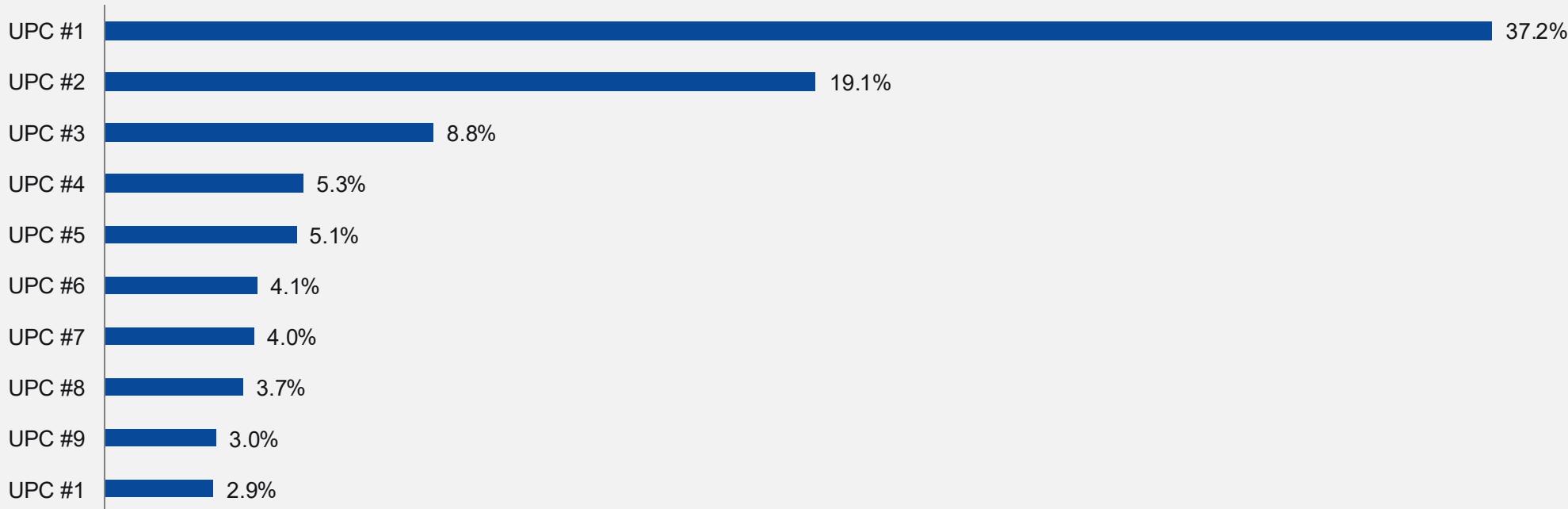
new buyers were only exposed to DC Display Ad

1. Results based on Precision View Lite Measurement Science

2. New HH Conversions based on new buyers exposed by channel during measurement period

UPC #1

UPC #1 was the most performant UPC, contributing to 37.2% of attributable sales



Source: Precision View Lite Output

1. Sales based on # UPCs

Campaign-Level Results

DC CTV Campaign

Results

DC CTV

Channel Type

01/13- 03/26

Start Date – End Date

\$200,000

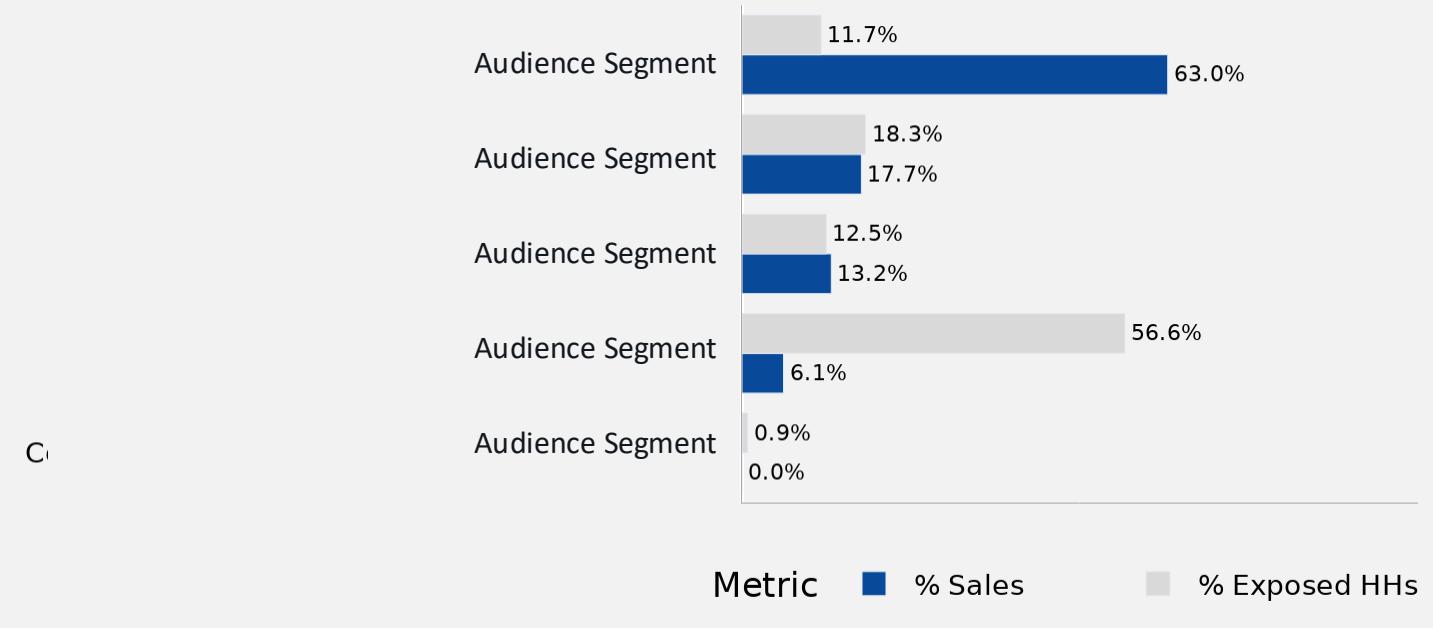
Upfront Cost

4,000,000

Impressions

Audience Segment was disproportionately effective

These HHs made up 11.7% of exposed HHs but contributed 63.0% of sales uplift



1. Metrics from Prism reporting
2. Uplift measured on # UPCs

DC DISP Campaign

Results

DC Display Ad

Channel Type

01/02 – 02/26

Campaign Flight

\$120,000

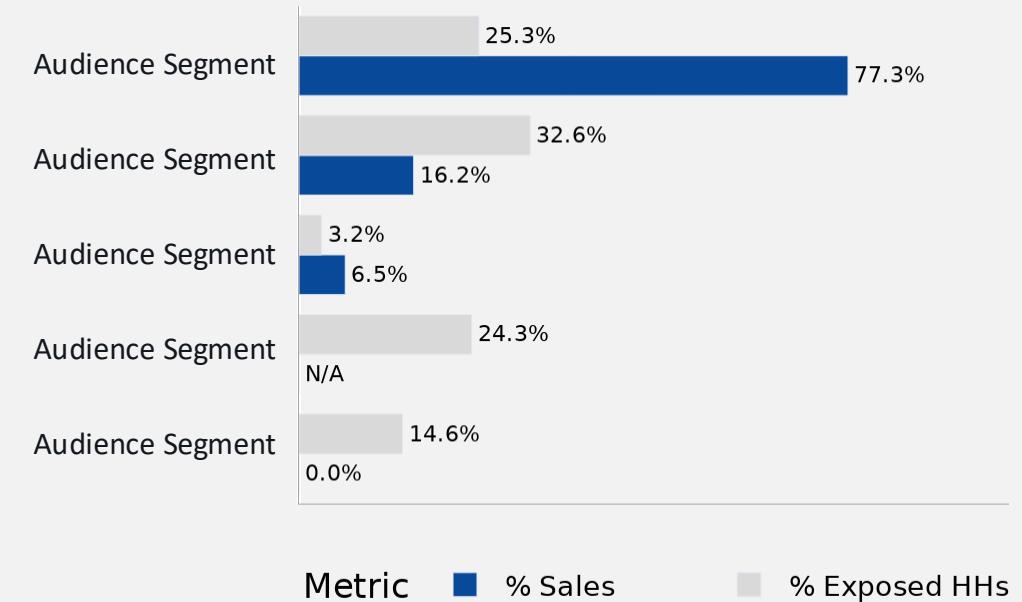
Upfront Cost

10,000,000

Impressions

Audience Segment was disproportionately effective

These HHs made up 25.3% of exposed HHs but contributed 77.3% of sales uplift



1. Metrics from Prism reporting
2. Uplift measured on # UPCs

PLA Campaign

Results

Product Listing Ad

Channel Type

01/01 - 03/26

Campaign Flight

\$40,000

Upfront Cost

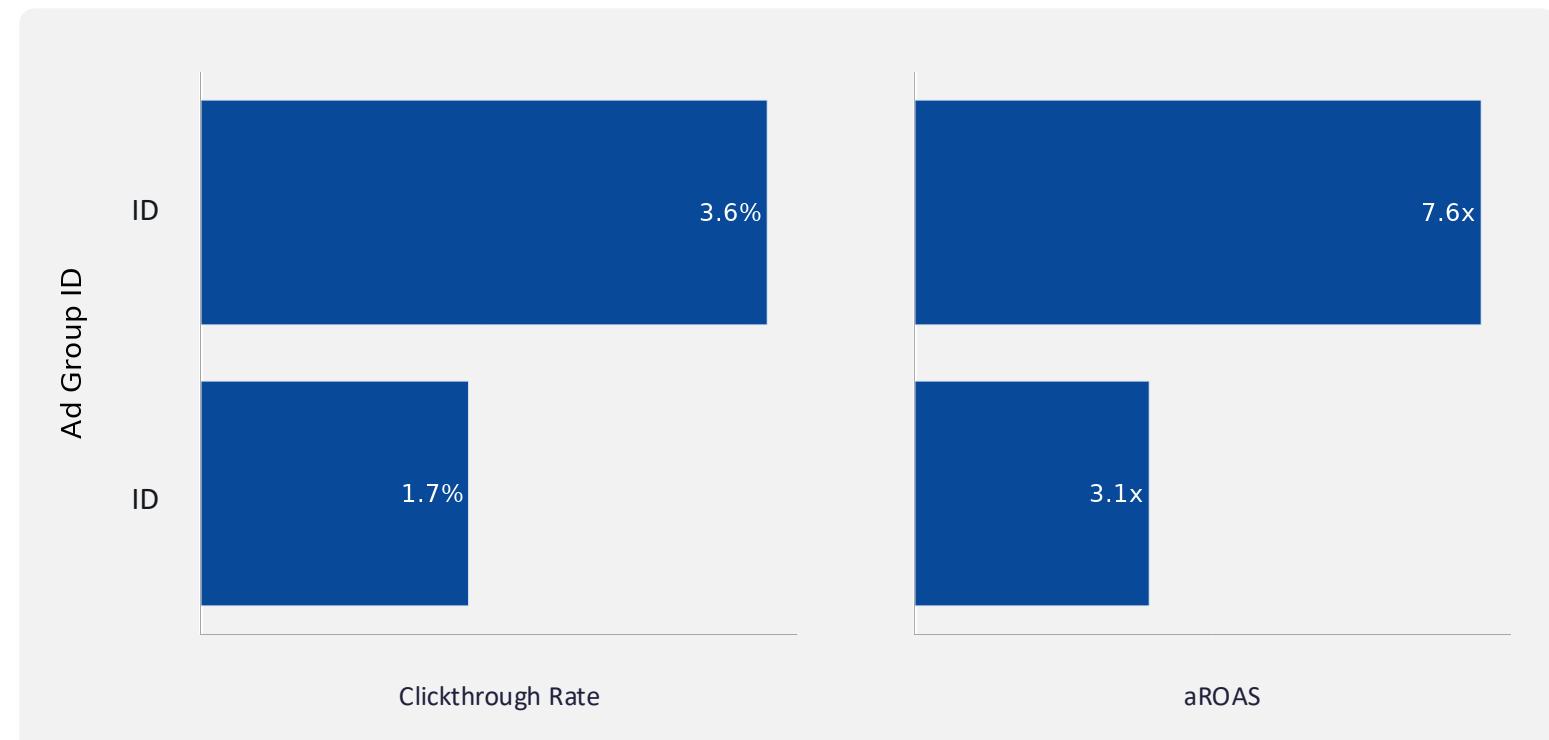
1,500,000

Impressions

48,000 (3.0%)

Clicks

Ad Group	Cost	Impressions	Clicks
ID – Ad Group Name	\$36,000	1,200,000	44,000
ID – Ad Group Name	\$6,000	240,000	4,000



TOA Campaign

Results

Targeted Onsite Ad

Channel Type

01/01 - 03/26

Campaign Flight

\$65,000

Upfront Cost

2,500,000

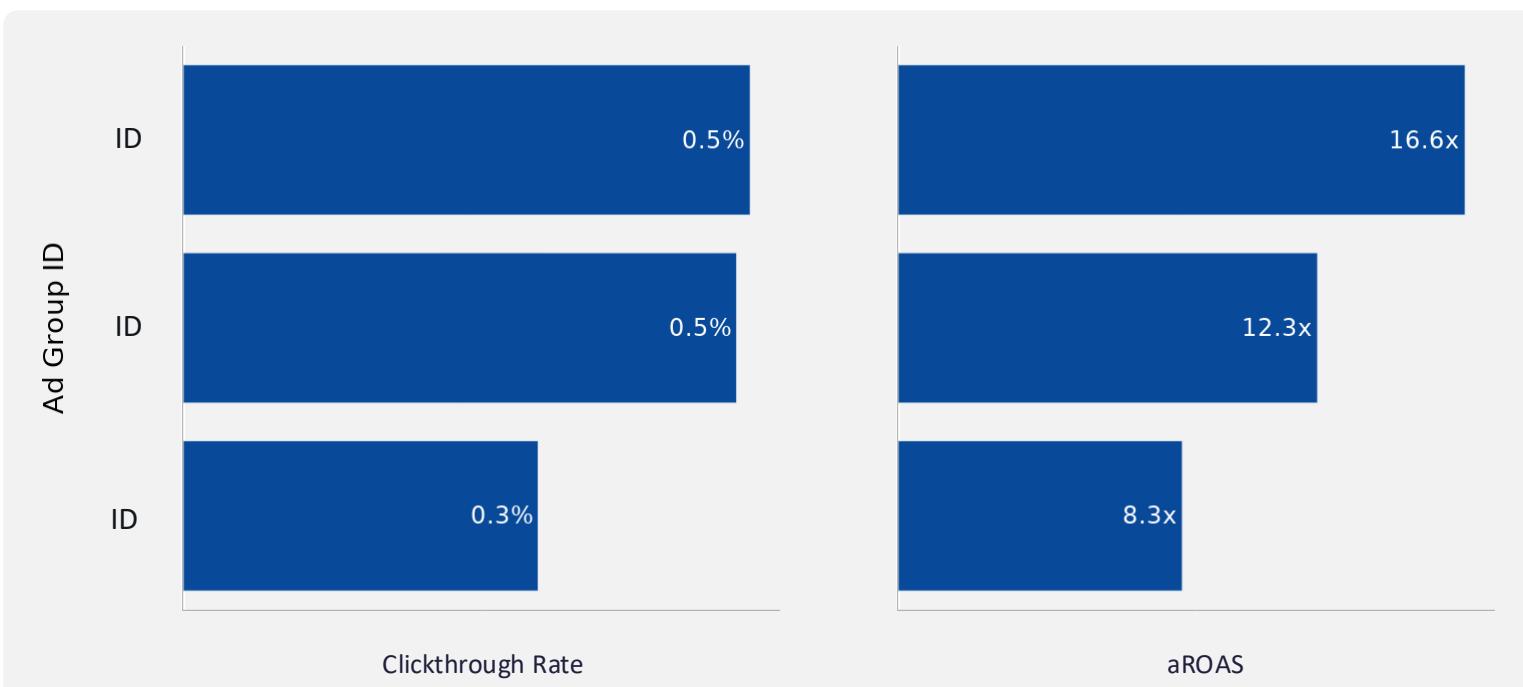
Impressions

12,500 (0.50%)

Clicks

1. Metrics from KAP - see KAP for Ad Group flighting

Ad Group	Cost	Impressions	Clicks
ID – Ad Group Name	\$25,000	820,000	4,000
ID – Ad Group Name	\$25,000	1,175,000	6,000
ID – Ad Group Name	\$15,000	530,000	2,500

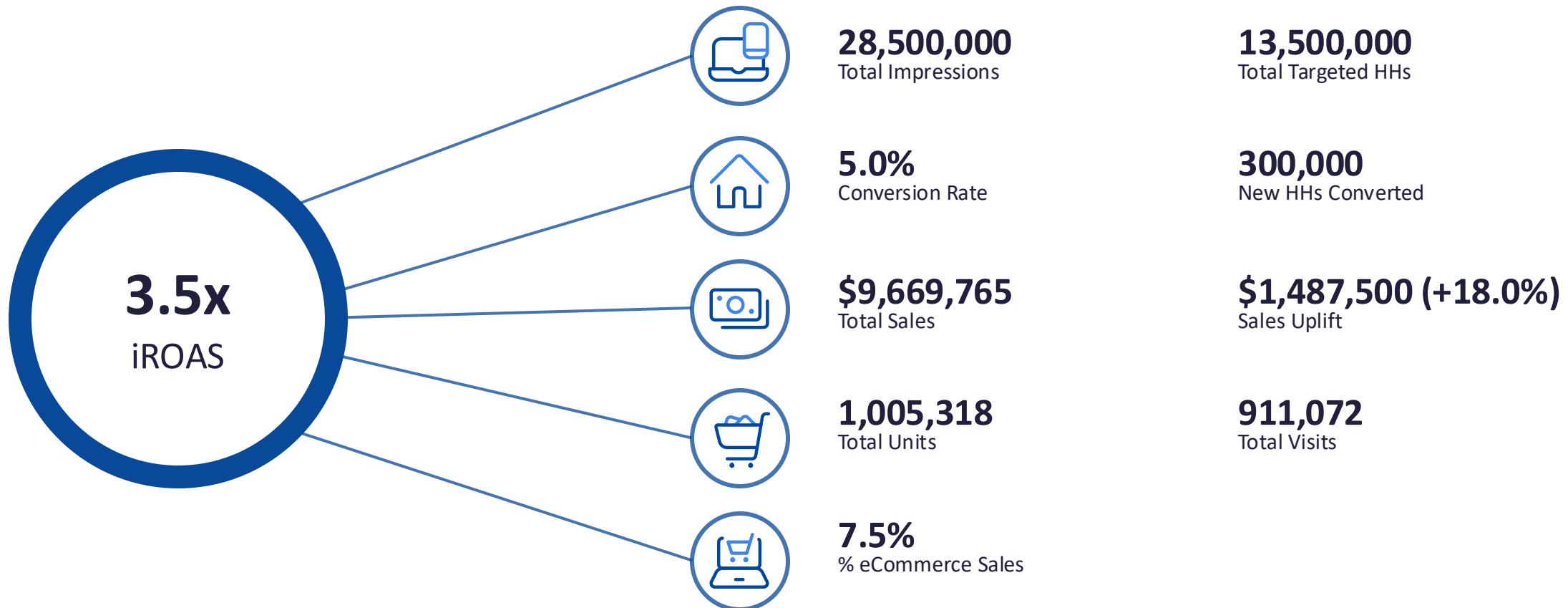




KPM Precision View 360

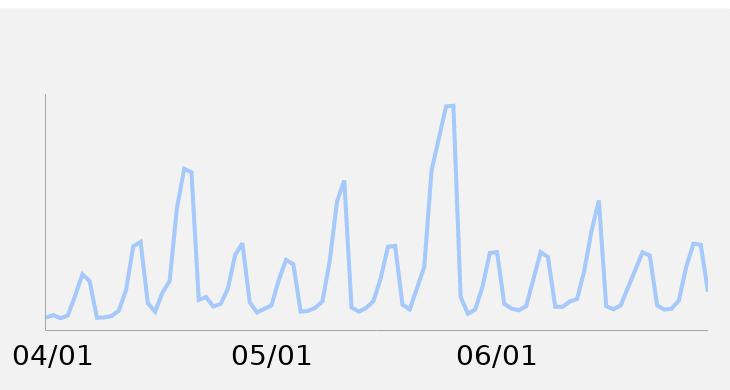
Output Example - Brand X 1H 2025

Performance Summary



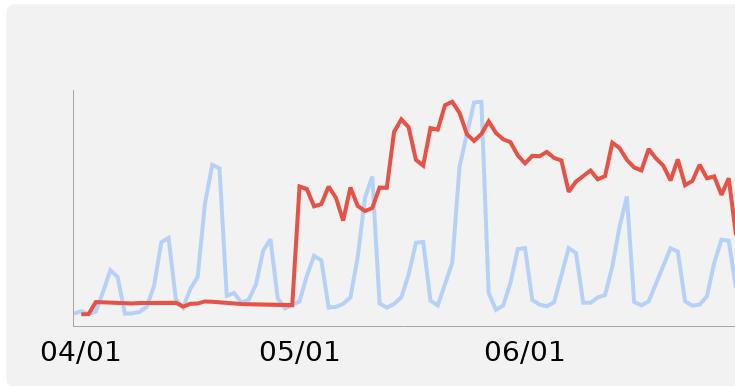
1. All metrics are based on targeted household universe
2. New households defined as having no purchase of any measured UPCs in 52 weeks prior to campaign start
3. Sales uplift and iROAS are outputs from Precision View 360 Measurement Science
4. Sales based on # UPCs

Total Sales, Media, and Uplift over Campaign



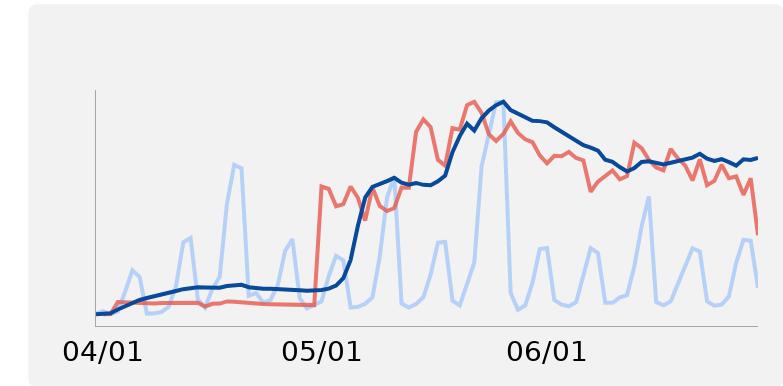
Total Sales

Sales has a weekly pattern with weekend spikes likely around either holidays or major promotions.



Total Sales + Impressions

This campaign's Impression load built slowly at the beginning and ramped up to peak volumes in May – June.



Total Sales + Impressions + Sales Uplift

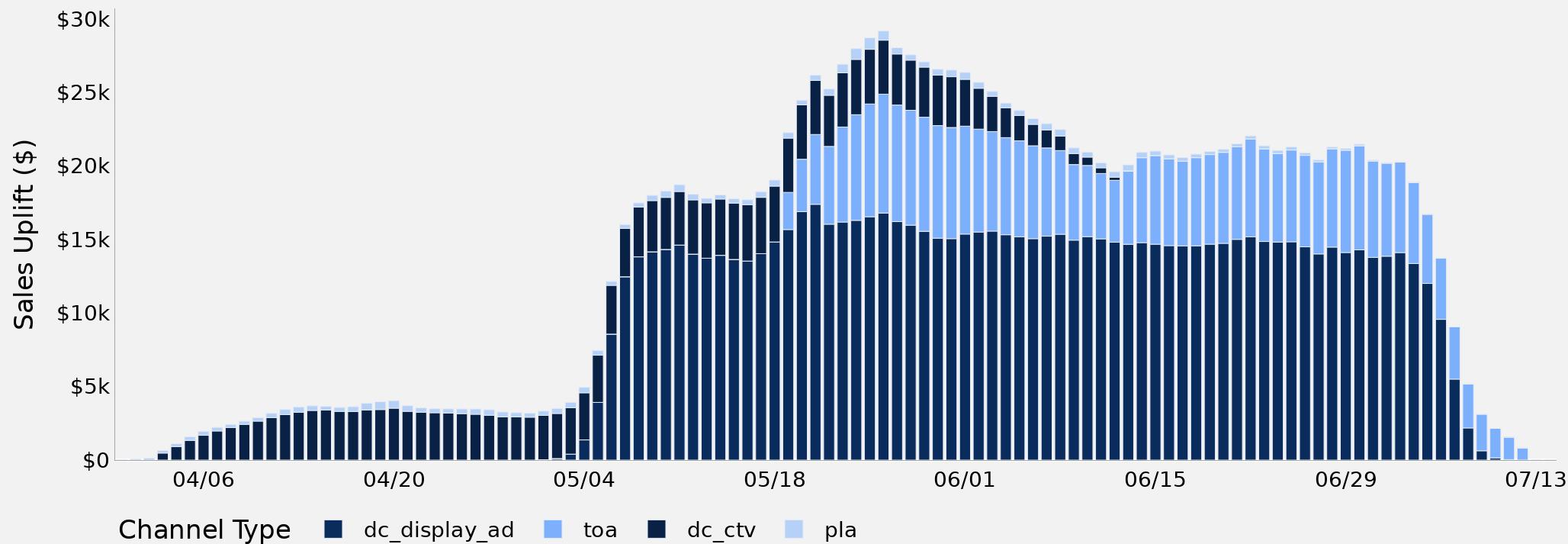
Sales uplift built gradually with early impressions, and picked up quickly following the impression intensification in May. Uplift peaked soon after the impressions peaked in late May and then continued at a slightly lower level throughout the campaign end.

1. Results based on Precision View 360 Measurement Science
2. Results have been standardized using min-max scaler
3. Sales based on # UPCs

Sales Uplift by Channel and over Channel Flighting

The most uplift was generated during week 9 of the campaign

Sales uplift totaled 191,320 in week 9, representing 13.0% of total campaign uplift



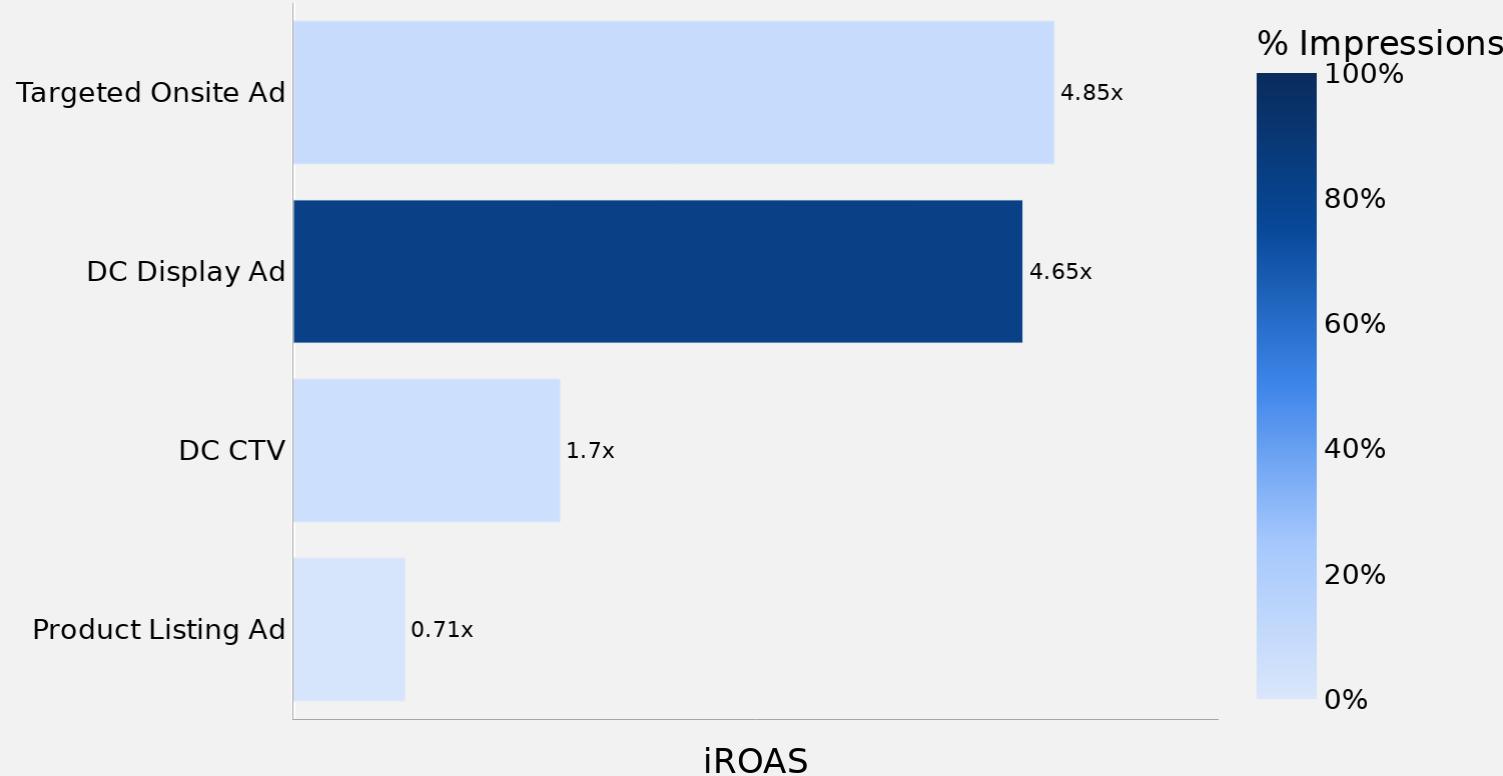
Source: Precision View 360 Output

1. Results based on Precision View 360 Measurement Science

2. Sales based on # UPCs

Incrementality by Channel

iROAS by Channel Type



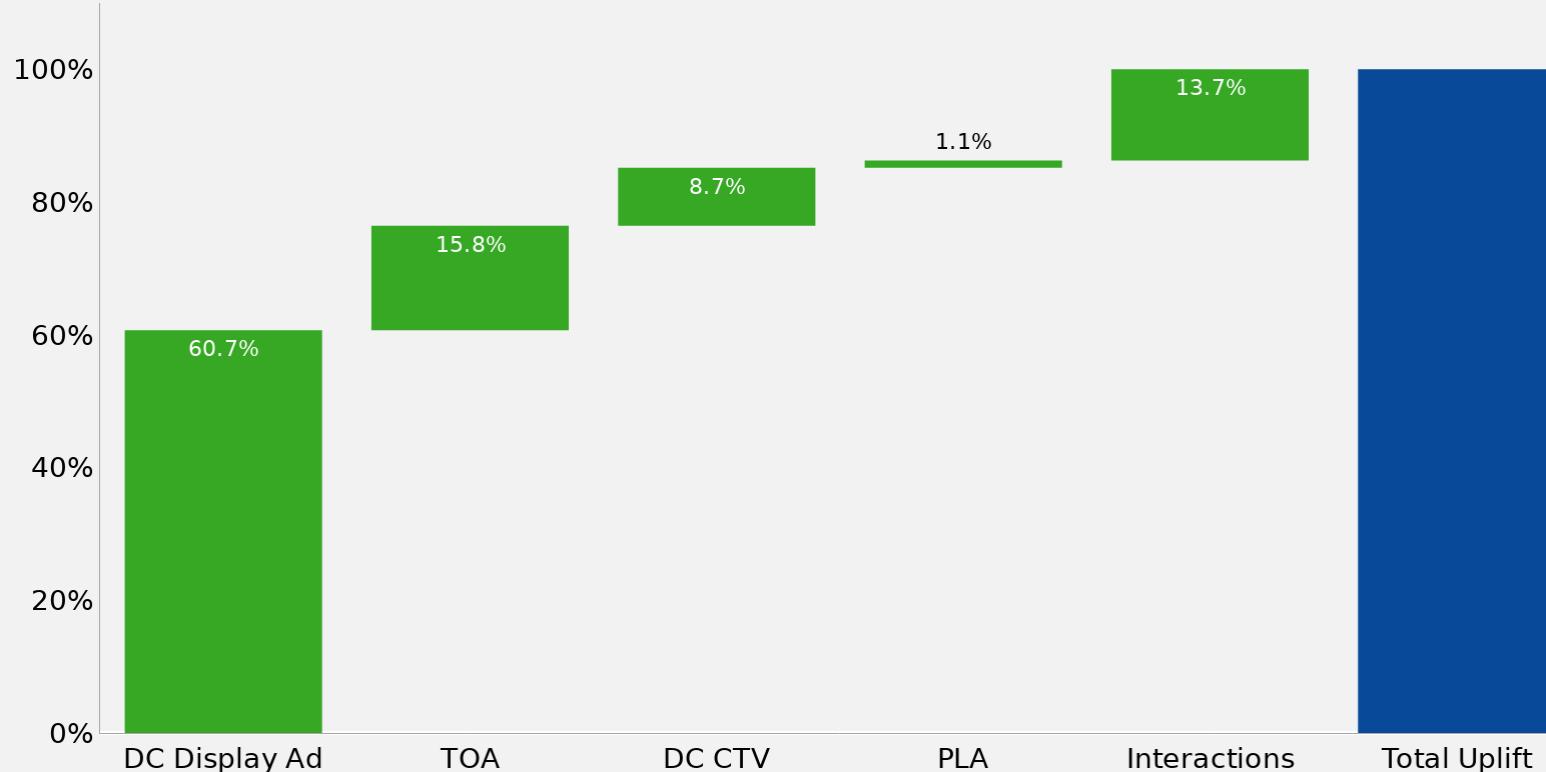
Source: Precision View 360 Output

4.85x
TOA iROAS

Targeted Onsite Ad was the most performance channel. It cost \$65,000 resulting in 2,500,000 impressions and leading to \$300,000 in incremental sales.

1. Results based on Precision View 360 Measurement Science
2. Sales based on # UPCs

Uplift Contribution by Solo Channel and Interaction Effects



Source: Precision View 360 Output

13.7%

of total uplift can be attributed solely to the interactions between the 4 channels in the campaign

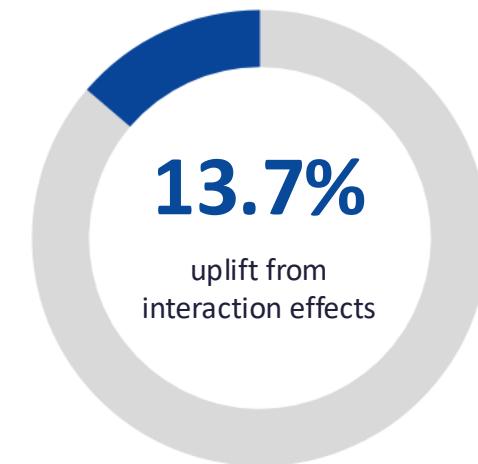
DC Display Ad

was the best performing single channel, contributing to 60.7% of total uplift

1. Results based on Precision View 360 Measurement Science

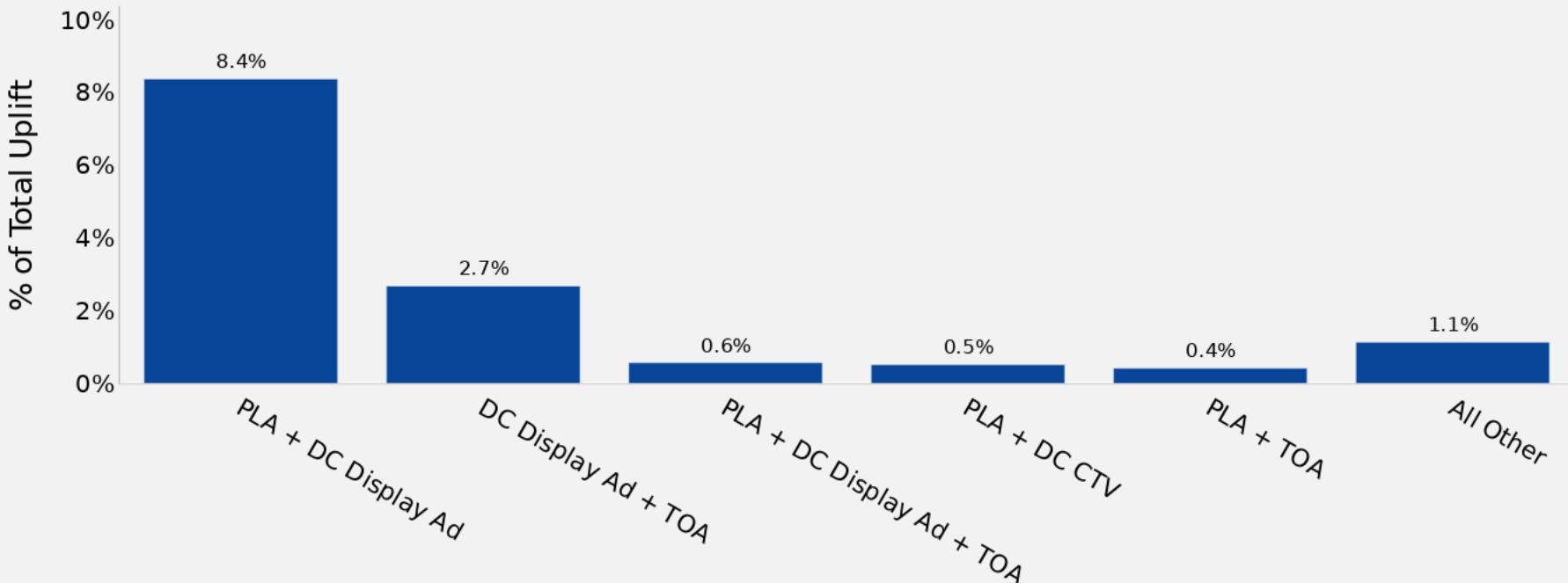
2. Sales based on # UPCs

Interaction Effects



PLA + DC Display Ad was the most performant interaction effect, representing 8.4% of total uplift

The 2-way effect between PLA + DC Display Ad accounted for 61.0% of total interaction effects (13.7% of uplift)



Source: Precision View 360 Output

1. Results based on Precision View 360 Measurement Science

2. Sales based on # UPCs

Report Appendix

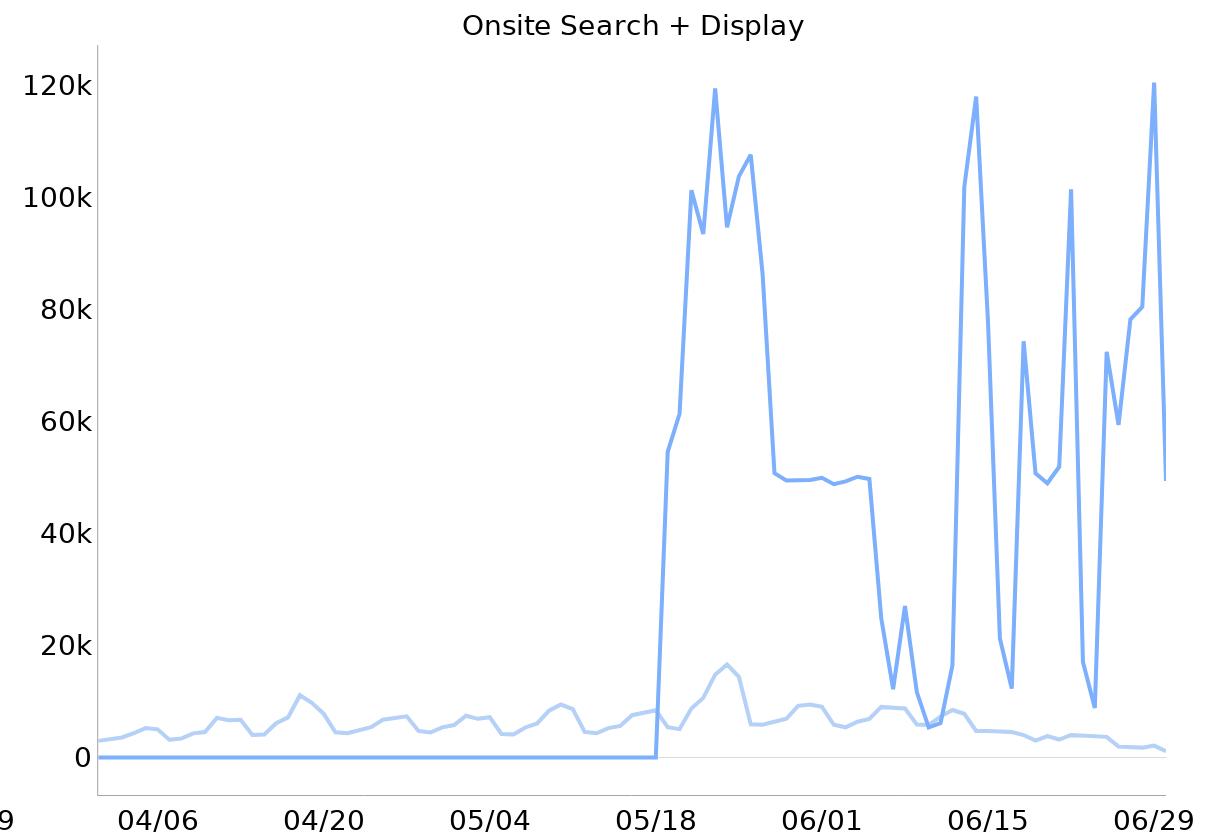
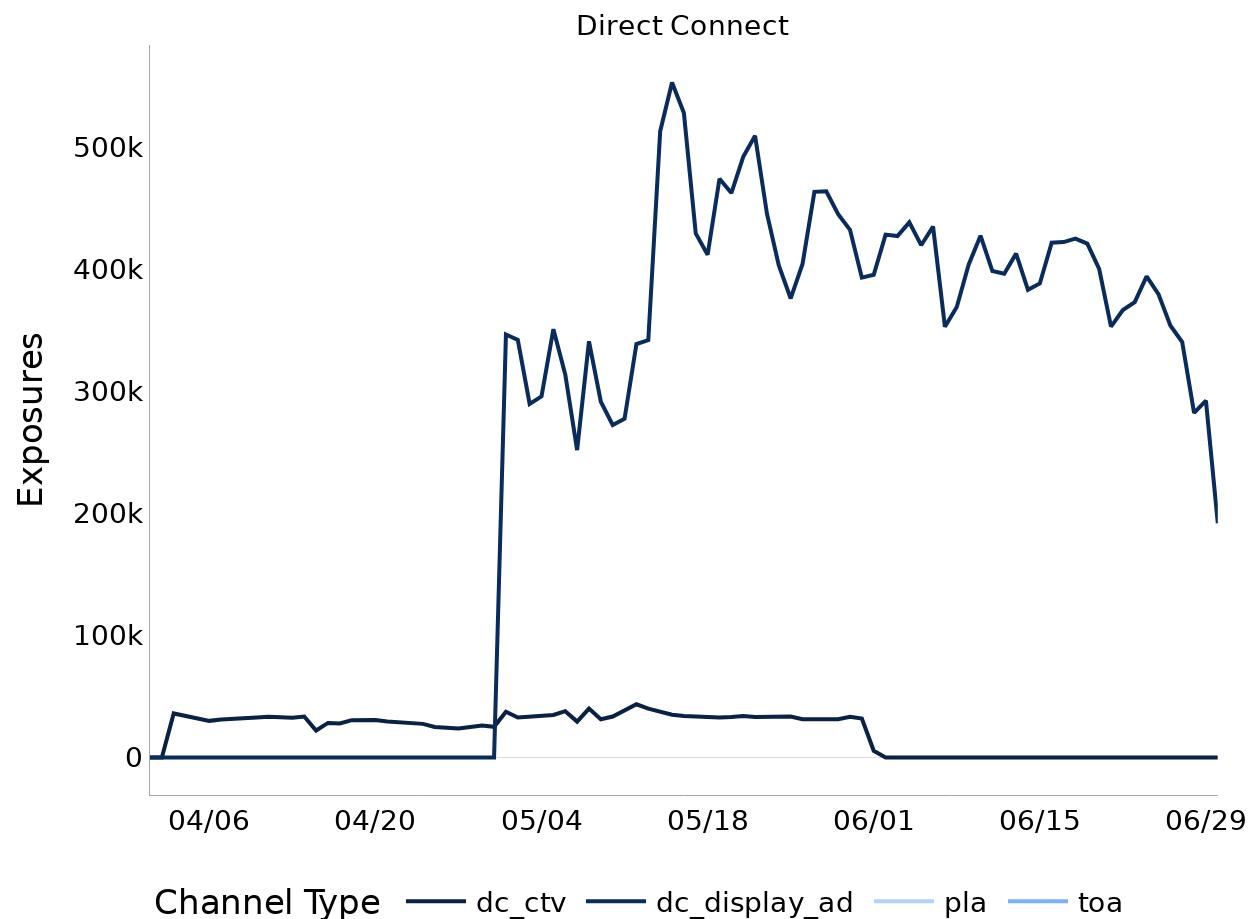
Channel Breakdown

Channel Type	% Impressions	Sales Uplift	Cost	iROAS
Targeted Onsite Ad	9.0%	\$300,000	\$65,000	4.85x
DC Display Ad	80.0%	\$925,000	\$200,000	4.65x
DC CTV	7.0%	\$200,000	\$120,000	1.70x
Product Listing Ad	2.0%	\$30,000	\$40,000	0.71x

1. Sales Uplift and iROAS based on Precision View 360 Measurement Science

2. Sales based on # UPCs

Exposures by Channel over Time



Channel Uplift Contributions and Interaction Effects

Channel Combination	% of Sales Uplift
DC DISPLAY AD	60.7%
TOA	15.8%
DC CTV	8.7%
PLA	1.1%
Interactions	13.7%
PLA*DC DISPLAY AD	8.4%
DC DISPLAY AD*TOA	2.7%
PLA*DC CTV	0.5%
PLA*TOA	0.4%
DC CTV*DC DISPLAY AD	0.3%
DC CTV*TOA	0.1%
PLA*DC DISPLAY AD*TOA	0.6%
PLA*DC CTV*DC DISPLAY AD	0.3%
DC CTV*DC DISPLAY AD*TOA	0.2%
PLA*DC CTV*TOA	0.1%

1. Interactions is the sum of the combinations in italics

2. Sales based on # UPCs

HH Type & Behavior

			New	Existing
Trial		HHs	300,000	330,000
			2.5%	25.1%
Repeat		Sales	\$3,890,000	\$575,000
Repeat		HHs	40,000	115,000
			12.7%	35.1%
		Sales	\$950,000	\$3,400,000

1. All metrics based on targeted household universe

2. Repeat HHs are a subset of Trial HHs; summing Trial & Repeat HHs or Sales will result in duplication

3. Sales based on # UPCs

Measured UPCs

UPC	Description	Sales	% of Sales
000XXX0032064	UPC Description	\$3,110,000	32.2%
000XXX0032090	UPC Description	\$1,783,000	18.4%
000XXX0032066	UPC Description	\$826,000	8.6%
000XXX0032097	UPC Description	\$709,000	7.3%
000XXX0032071	UPC Description	\$576,000	6.0%
000XXX0071175	UPC Description	\$464,000	4.8%
000XXX0060509	UPC Description	\$432,000	4.5%
000XXX0032075	UPC Description	\$370,000	3.8%
000XXX0032096	UPC Description	\$363,000	3.8%
000XXX0032072	UPC Description	\$273,000	2.8%
000XXX0032074	UPC Description	\$193,000	2.0%
000XXX0060508	UPC Description	\$156,000	1.6%
000XXX0071178	UPC Description	\$118,000	1.2%
000XXX0060584	UPC Description	\$96,000	1.0%
000XXX0032080	UPC Description	\$92,000	1.0%

1. All metrics based on targeted household universe

2. Sales based on # UPCs

3. Only top 15 UPCs by % of post period sales shown

Q&A

Thankyou.

Appendix

Core Topline Differentiators.

	Cross Channel Measurement (XCM)	PrecisionView Lite (PVL)	PrecisionView 360 (PV360)
Core Benefit	Uplift for channel combinations derived from knowing what all exposures a customer received.	Insight & Story-Forward: Deduped attribution across nearly all Offsite and Onsite channels and showing what channel combination provided the best attributable return on ad spend.	Insight & Story-Forward: Deduped incrementality measurement across the widest array of KPM channels and deeper insight into how channels interacted to boast incremental sales
Gaps & Challenges	<ul style="list-style-type: none"> Most KPM Channels excluded. Incompatible with Clean Room Measurement Channels and Offsite Channels with high signal loss. Required joint campaign intake and tying audiences together in legacy system. 	<ul style="list-style-type: none"> Clean Room Measurement Channels excluded No incrementality reporting across channels. 	
Availability Date	October 1st : Deprecation <i>Any campaigns booked as XCM in systems by Oct. 1st are covered with traditional XCM measurement.</i>	October 1st: 1.0 Launch	Jan 1st : 2.0 Launch \$400k min OR can buy for smaller campaigns for a fee
Channel Count Required	2+	2+	3+
Post Period	5-9 weeks post last exposure	2ish weeks post last exposure	5-9 weeks post last exposure
Deliverable	Wrap Report	Powerpoint Deck	PowerPoint Deck
Metrics	Deduplicated aROAS & iROAS	Deduplicated aROAS	Deduplicated iROAS and aROAS
Benefits of Each	Lite coverage of most prominent metrics.	<ul style="list-style-type: none"> Greater coverage of channels measured Greater storytelling and attributable metric 	<ul style="list-style-type: none"> Provides wholistic incrementality complement to single channel granular measurement.
Ordering	Automated based on XCM campaign configured in Prism.	Measurement Intake Form	Measurement Intake Form

Metric Breakdown

Please note that not all channels offer full incrementality (social for example) – where incrementality is available, these are metrics you can expect in single channel outputs.

Metrics	Single Channel Wrap Report aROAS, iROAS (channel dependent)	Cross Channel Measurement (XCM) Deduplicated aROAS & iROAS	PrecisionView Lite (PVL) Deduplicated aROAS	PrecisionView 360 (PV360) Deduplicated iROAS & aROAS
Impressions	●	●	●	●
Unique Reach	●	●	●	●
Sales (Total)	●	●	●	●
Sales (Uplift)	●	●	●	●
Units, Visits, HHs (Total)	●	●	●	●
Units, Visits, HHs (Uplift)	●	●	●	●
aROAS (by Channel & Time)	● (aROAS Only)	●	●	●
aROAS (by Channel Interactions)	● (Not applicable)	●	●	●
iROAS (by Channel & Time)	● (iROAS Only)	●	●	●
iROAS (by Channel Interactions)	● (Not applicable)	●	●	●
Uplift (By # of Channels)	● (Not applicable)	●	●	●
New HH Conversions & Repeat	●	●	●	●
UPC Contribution	●	●	●	●
% eCommerce	●	●	●	●
Conversion Rate	●	●	●	●
Channel Specific Pages (Media Metrics & Audience Breakouts)	●	●	●	●

Channel Breakdown

	Cross Channel Measurement (XCM)	PrecisionView Lite (PVL)	PrecisionView 360 (PV360)
TDC	●	●	●
EMOD	●	●	●
SSE	●	●	●
Push	●	●	●
Mng Offsite Display	●	●	●
Mng Offsite Video	●	●	●
Mng Pinterest	●	●	●
Pandora Direct IO (Until Deprecated)	●	●	●
Mng Meta	●	●	●
Mng Snapchat	●	●	●
Mng & Self Disney	●	●	●
Mng Roku (Includes Blue Truck & Content Studios)	●	●	●
Mng Influencer	●	●	●
In Store Digital Display	●	●	●
Direct Connect Ttd	●	●	●
Direct Connect Yahoo	●	●	●
Mng Ctv	●	●	●
Mng Audio	●	●	●
TOA	●	●	●
PLA	●	●	●
PPC	●	●	●
Onsite Video	●	●	●
BCC	●	● Roadmap	● Roadmap
Brand Shops	●	● Roadmap	● Roadmap
Homepage	●	● Roadmap	● Roadmap