

Kroger Precision Marketing (KPM) is the retail media business of Kroger designed to make brand advertising more effective by closing the loop between media exposure and store sales.



Addressable

We identify the right shopper with first-party purchase data



Actionable

We seamlessly connect shoppers to buy your brand



Accountable

We verify business impact with Kroger sales data.

#1 in Targeting Effectiveness

Among retail media (Path to Purchase Institute 2021 Trends Report)

60+ Million

households analyzed (1 in every 2 U.S. household)

#1 in Delivering CPG Sales Growth

Tied with Amazon (Path to Purchase Institute 2021 Trends Report)

98%

Of Kroger HHs have access to pickup or delivery

#1 in ROI Measurement

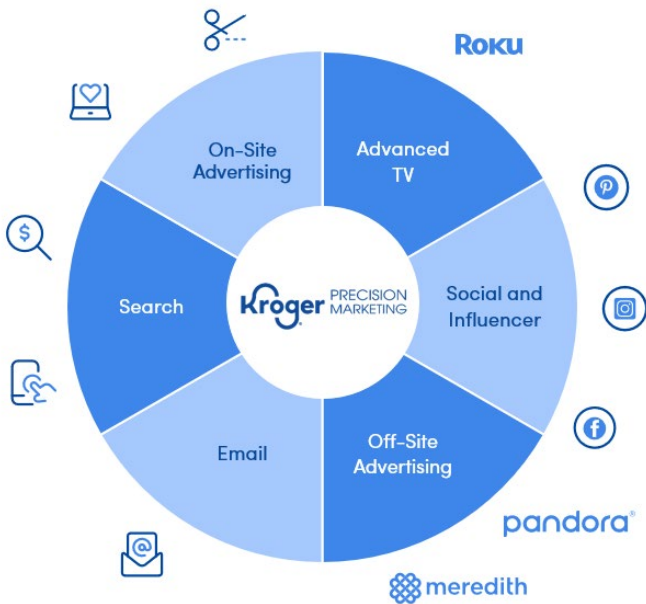
(Kantar Survey: "State of eCommerce 2021")

1:1

Verified sales match to media exposure

National Penetration: Kroger is the number one grocer and number three retailer in the U.S. with nearly 2800 stores in 35 states operating under local banners:





Inspire Consumers at Every Stage of their Journey

We identify the best households and the best touchpoints for your brand. From awareness, to getting on the shopping-list, to the winning in the aisle.



Best in Class Case Studies

Learn how brands like Unilever and Sumo Citrus have worked with Kroger Precision Marketing to align campaign KPIs to their unique business needs.

[Download the one-page case studies here.](#)



Trends and Tips to Win the Holidays

Our gift to you this holiday season is the ultimate recipe for a successful holiday season. The main ingredient: Kroger Precision Marketing!

[For ideas and inspiration, download the one-page guides here.](#)



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