



Optimizing the Digital Aisle to Influence Shopper Behaviors



PRECISION
MARKETING

POWERED BY
4.51°



**Sharing What We've Learned:
A Blueprint for Businesses**

Last Revised July 15, 2020
KrogerBlueprint.com

Kroger

2020:

We've said the word
"unprecedented"
an unprecedented
number of times.

And 2020 isn't over.

**Has consumer behavior
permanently changed?**

Yes*

How Kroger and Kroger Precision Marketing are Optimizing the Digital Aisle



1.

Make the digital aisle
convenient



AVAILABLE



ACCESSIBLE



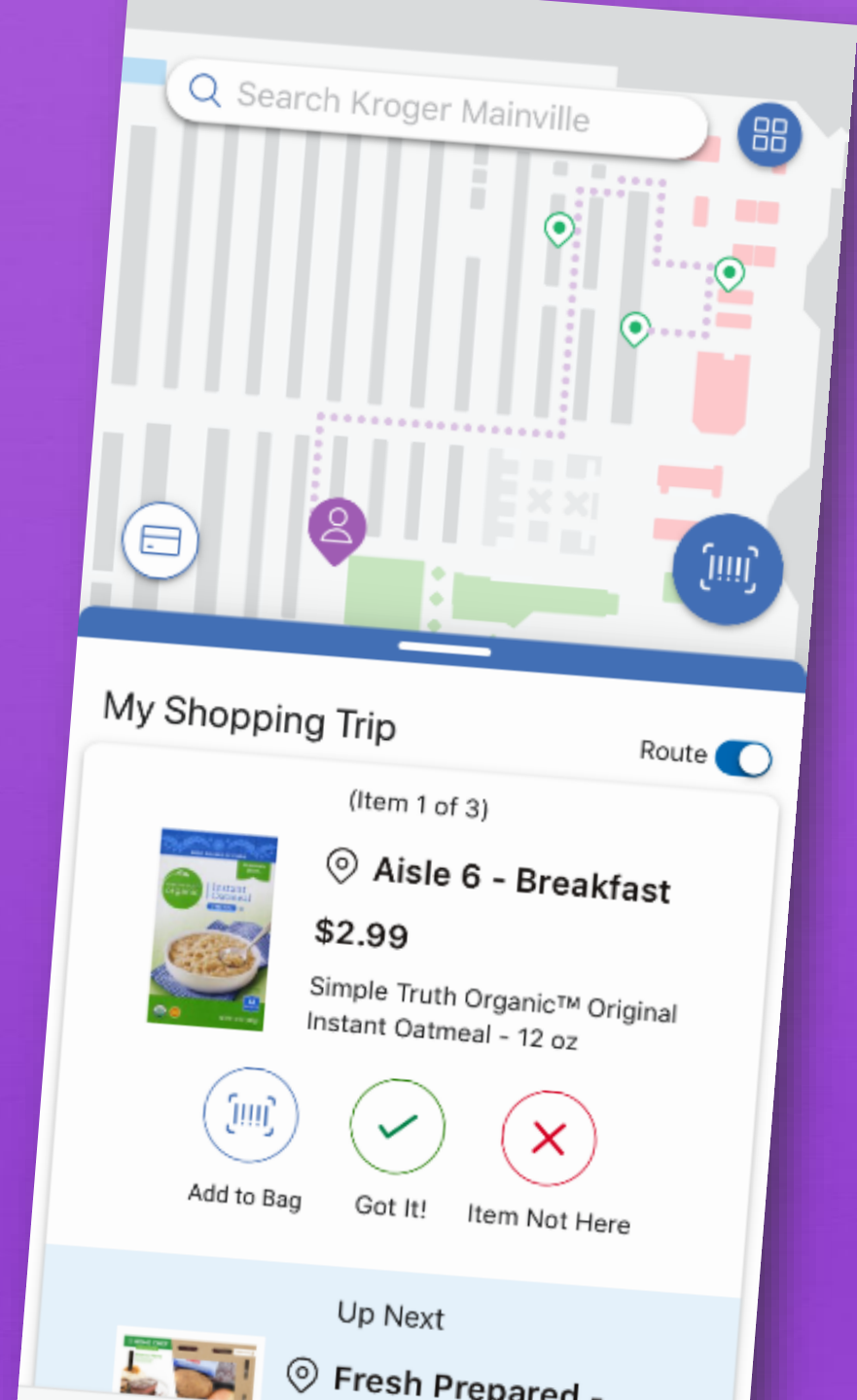
RELEVANT

Having a strategy focused on convenience prepared Kroger for the grocery ecommerce acceleration



Pickup shines a spotlight on the digital aisle

A convenient digital aisle spans across shopping channels



2.

Make the digital aisle
Inspirational



PAIR CREATIVE SNACK BOARD IDEAS WITH FAMILY FUN

Check It Out



FUN & EASY LUNCH IDEAS

Shop Now →

Consumers have
needed product
inspiration to
overcome new
challenges

Inspiration is
accelerated with
personalization
science

Start My List

My Sale Items

Featured



\$2.99

Quaker Life Cinnamon
Multigrain Breakfast Ce...

13 oz

Add To List

Forgetting Something?

Featured



\$4.59

Cheerios Cinnamon
Whole Grain Oat Cereal

14.3 oz

Add To Cart

\$1.99

Kroger
Mushr...

8 oz

A



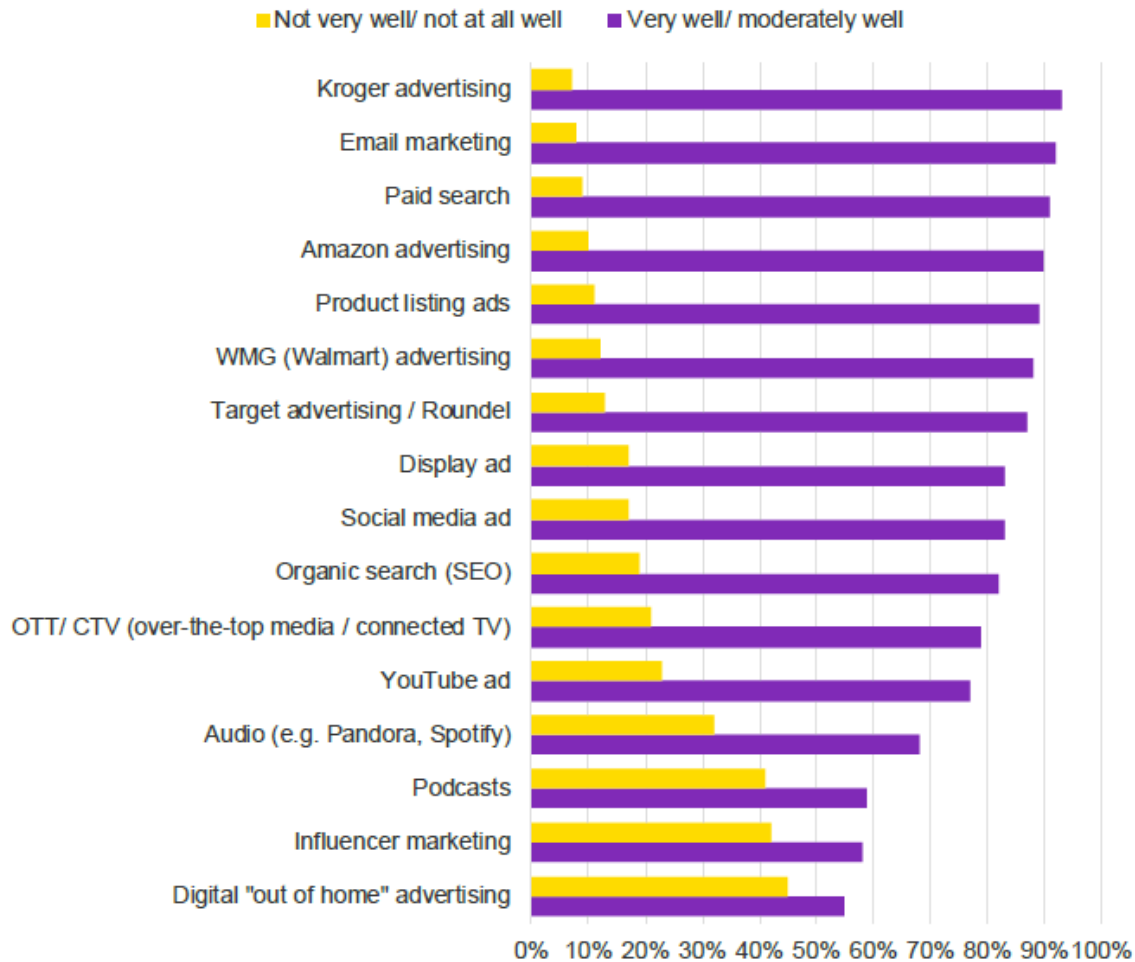
3.

Make the digital aisle
Accountable

The impact of ecommerce extends beyond ecommerce



Figure 11. Level of ability to measure ROI, by media platform



Among ecommerce professionals who used Kroger advertising in the last 12 months, 93% indicated that they were able to measure ROI very well or moderately well, while only 59% say the same for podcasts.

Source: Catalyst and Kantar: The State of Ecommerce Landscape Study, April 2020

**Brand partners
rate Kroger as #1
for proof of
performance
measurement**

1.

Be

convenient

2.

Be

Inspirational

3.

Be

Accountable



Questions?

Kroger[®]

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