

Roku Expands Kroger Integration with Data-Enabled Private Marketplaces

Today, we're excited to announce that we are expanding our integration with Kroger Precision Marketing (KPM), giving OneView advertisers the ability to build audiences based on KPM's customer purchase data.

Through a series of six private marketplaces (PMPs) with exclusive access to Kroger's customer from over 60 million US households, OneView advertisers can apply KPM's rich audience data to help their brands connect with the best possible consumer and maximize customer reach.

Available to TV streaming advertisers exclusively through Roku, this integration creates powerful new possibilities for any advertiser looking to reach grocery buyers. With these PMPs, you can now select from six different audience segments in OneView and add them to your flight for immediate activation.

New PMP Segments with Kroger



Snacking Buyers

Purchasers of snack foods in the last year.



Breakfast Buyers

Purchasers of breakfast foods in the last year.



Natural / Organic Buyers

Purchasers of natural/organic products in the last year.



Diet / Weight Loss Buyers

Purchasers of diet/weight loss brands in the last year.



Beverage Buyers

Purchasers of beverages in the last year.



Couponing Households

Households redeeming coupons within the last year

First-Party Data that Converts

"At Home Chef, our key metric in any campaign is driving new buyers. We've leaned into streaming before, but this was the first time we were able to prove our campaign directly resulted in meal kit purchases, thanks to

the measurement capabilities from Roku and Kroger's shopper data program." --Teresa Sabatino, Home Chef's Director of Customer Marketing.

[Learn More: 4 CPG Brands that Won with KPM & Roku](#)

OneView users now have access to deterministic grocery purchase data at scale, creating an easy yet effective way to reach more grocery buyers.

Want to put KPM shopper data to work for your brand? [Contact us today](#) to get started.

Written by:

Roku Advertising

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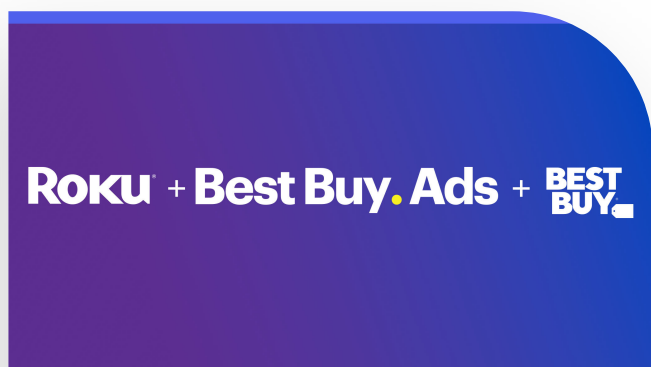
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3 Highlights from Roku's
NewFronts 2021 Presentation



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How Roku and Best Buy are
creating a better TV
experience for everyone



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How a Leading Retailer Drove
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Have questions? Need a customized solution? Fill out this form and a Roku Advertising team member will reach out to discuss how we can help.

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