

Table of Contents

1. Introduction	2
▪ Purpose and Scope	2
▪ General Requirements	2
2. Managed Service Offsite Tagging Overview	2
3. Managed Service Display, Native & Video	3
▪ Accepted Ad Serving providers for Display, Native & Video:	3
▪ Accepted Third-Party Measurement providers for Display, Native & Video:	4
▪ Accepted Third-Party Verification providers for Display, Native & Video:	4
4. Managed Service Meta	5
▪ Accepted Ad Serving providers for Meta:	6
▪ Accepted Third-Party Measurement providers for Meta:	6
▪ Accepted Third-Party Verification providers for Meta:	6
5. Managed Service Pinterest	7
▪ Accepted Ad Serving providers for Pinterest:	7
▪ Accepted Third-Party Measurement providers for Pinterest:	7
▪ Accepted Third-Party Verification providers for Pinterest:	8
6. Managed Service Snapchat	8
▪ Accepted Ad Serving providers for Snapchat:	8
▪ Accepted Third-Party Measurement providers for Snapchat:	8
▪ Accepted Third-Party Verification providers for Snapchat:	9
7. Managed Service Advanced TV	9
▪ Accepted Ad Serving providers for Advanced TV:	9
▪ Accepted Third-Party Measurement providers for Advanced TV:	9
▪ Accepted Third-Party Verification providers for Advanced TV:	10
8. Self Service: Direct Connect	10
▪ Accepted Ad Serving providers for Direct Connect:	10
▪ DSP or Buying Platform Tags:	10

1. Introduction

- **Purpose and Scope**

All Clients using KPM products and/or services are required to adhere to all applicable policies found at <https://www.krogerprecisionmarketing.com/working-with-us.html>.

- **General Requirements**

KPM reserves the right to change our policies without notice. It is Client's responsibility to keep up to date with, and adhere to, the policies.

All Offsite Media campaigns are required to adhere to the applicable policies of those buying platforms. KPM does not maintain, control, or influence the policies of Offsite Media properties. In instances where KPM may choose the Offsite Media on behalf of Client, KPM will do so in accordance with the policies of those Offsite Media properties.

2. Managed Service Offsite Tagging Overview

KPM allows tagging for offsite (i.e., non-Kroger owned & operated properties) within the following parameters. Each offsite tactic (i.e., display, native, video, social, etc.) may not have all of these options available. Please refer to the tactic-specific sections below for more details.

Ad Serving - KPM Approved Ad Serving / Dynamic Creative Optimization providers:

- Google Campaign Manager (DCM)
- Flashtalking
- Innovid
- Extreme Reach

KPM may consider using other third-party ad servers upon request. Approval of additional providers is the sole discretion of KPM.

Third Party Verification Tagging providers:

- Moat
- IAS
- DoubleVerify

KPM may consider using other third-party verification partners upon request. Approval of additional providers is the sole discretion of KPM.

Please ensure tags stay under 200 event tags, including ad server impression pixels.

Third Party Measurement providers:

- Nielsen DAR
- Kantar Milward Brown
- Grapeshot
- Placed
- Crossix
- IQVIA
- Upwave
- Data+Math

KPM may consider using other third-party measurement providers upon request. Approval of additional providers is the sole discretion of KPM.

3. Managed Service Display, Native & Video

KPM will send bannerized URLs to clients to help build out tags for each campaign.

KPM recommends that Clients build one placement (impression + click tracker) per Kroger Banner and track all campaign activity under those placements. From there, KPM can provide additional data around ad size, creative version, and audience performance.

Download tags directly from your ad server and send them to KPM in that format. Do not edit or copy tags.

KPM will need read-only access to Client's verification platform to ensure optimization, alignment to your specific guidelines, and DSP preferences.

▪ **Accepted Ad Serving providers for Display, Native & Video:**

- Google Campaign Manager (DCM)
- Flashtalking
- Innovid
- Extreme Reach

Accepted Tag Types for Display, Native Video:

- Click & Impression 1x1 Trackers only as multi-client click trackers cannot be applied to a single placement.
 - o Up to 50 Click Trackers
 - 11 of those must be by banner as each location has a different URL.
 - o Up to 200 Impression Trackers

To activate tags for Display, Native, Video:

1. KPM will provide Client with bannerized URLs.
 2. Client to build tags within the approved ad server providers.
 - a. Flashtalking and Extreme Reach tags should use KPM as the site/publisher in 'tag setup'.
 3. Client to provide help@mediakpm.com read-only access to their ad server for pacing.
 4. Client to provide tags to KPM.
 5. KPM will conduct quality assurance testing, append tags, and launch the campaign(s).
 6. Client to notify KPM if data isn't flowing after 72 hours from activation.
- **Accepted Third-Party Measurement providers for Display, Native & Video:**
 - Kantar Millward Brown
 - Nielsen DAR

To activate measurement providers for Display, Native & Video:

1. Client to send tags to KPM 10 business days prior to activation.
2. KPM will conduct quality assurance testing and append to campaign(s).
3. Client to notify KPM if data isn't flowing after 72 hours from activation.

- **Accepted Third-Party Verification providers for Display, Native & Video:**
 - MOAT
 - DoubleVerify
 - IAS

Clients can avoid verification fees if using KPM DoubleVerify reporting.

To help prevent a high number of brand safety fails during a campaign, please provide DoubleVerify Blueprints (preferred), block lists, allow lists, and negative keyword lists with detailed application instructions with your verification tags.

To activate Monitoring – 10 business days prior to launch

Accessing KPM DV Data

1. KPM will traffic campaigns with standard DoubleVerify tags.
2. Client to provide contact information to KPM to receive auto-reports via email on the preferred cadence with DoubleVerify reporting.

Universal Account Pixel

1. Client to build and provide universal account pixel from list of approved providers. Client to grant KPM access to campaign dashboard, blueprints, or set up reoccurring automated reporting to programmaticMAT_DL@8451.com.
2. KPM to conduct quality assurance testing, append tags, and send placement mapping reports to Clients.

3. Client to send reporting and/or grant verification dashboard access to KPM for ongoing monitoring and optimization.

Monitoring Tags

1. Client to build and provide their monitoring tags.
2. Client to grant KPM access to campaign dashboard or set up reoccurring automated reporting to programmaticMAT_DL@8451.com.
 - a. DoubleVerify Blueprint or IAS Partner Notification should be provided for us to mirror verification framework.
3. Client to notify KPM if data isn't flowing after 72 hours from activation.

Video Monitoring Tags

1. Client to build and provide their monitoring tags.
2. Client to grant KPM access to campaign dashboard or set up reoccurring automated reporting to programmaticMAT_DL@8451.com.
 - a. DoubleVerify Blueprint or IAS Partner Notification should be provided for us to mirror verification framework.
3. Client to notify KPM if data isn't flowing after 72 hours from activation.
4. Ensure IAS tags are created using a video tracking solution. It is standard for IAS and DV monitoring tags to not track viewability. Please work directly back with your verification provider on a solution if viewability is a requirement. KPM can provide viewability reporting through DoubleVerify upon request.

To activate Blocking – 12 business days prior to launch

1. KPM to send Client bannerized URLs.
2. Client to create tracking tags and send them to their KPM campaign manager.
3. KPM to ingest Client tags into our ad serving tags.
4. KPM to download ad serving tags and send to Client.
5. Client to wrap KPM ad serving tags with verification tags and sends them to KPM to implement.
6. Client to notify KPM if data isn't flowing after 72 hours from activation.

4. Managed Service Meta

Meta currently does not allow impression trackers to be provided on custom audiences.

At Client's request, KPM can align click trackers to campaign structure by breaking out ad sets by banner location and audience.

Tags are not accepted for multi-supplier campaigns due to limitations with implementation technology.

Please provide tags 10 days prior to campaign launch for quality assurance testing.

KPM can accommodate Kantar Millward Brown studies pending feasibility. Please reach out to your KPM contact to discuss.

KPM only allows one tag type per ad. KPM has a tagless integration with DoubleVerify connected to our ad accounts and as a result, we cannot accommodate client's instances of MOAT or DoubleVerify.

- **Accepted Ad Serving providers for Meta:**

- Google Campaign Manager (DCM)
- Flashtalking
- Innovid

Accepted Tag Types for Meta:

- Click Trackers only – please limit it to one per banner and audience.

To activate tags for Meta:

1. KPM will provide Client with bannerized URLs.
2. Client to build tags within the approved ad server providers.
 - a. Flashtalking tags should use KPM as the site/publisher in 'tag setup'.
 - b. KPM recommends sending one click tracker per Kroger banner.
3. Client to provide KPM ad server tags.
4. KPM will conduct quality assurance testing, append tags, and launch the campaign(s).
5. Client to notify KPM if data isn't flowing after 72 hours from activation.

- **Accepted Third-Party Measurement providers for Meta:**

- Nielsen DAR
- Kantar Millward Brown

To activate Nielsen DAR measurement for Meta:

1. Client to send tags to KPM 10 business days prior to activation.
2. KPM will conduct quality assurance testing and append to campaign(s).

To activate Kantar Millward Brown measurement for Meta:

1. Client to indicate interest to their KPM account team in activating.
2. KPM will work with Client for tag-less campaign integration.

- **Accepted Third-Party Verification providers for Meta:**

- DoubleVerify (tag-less integration)

To activate DoubleVerify verification for Meta:

1. Client to provide contact information to KPM to access DoubleVerify auto-reports for the campaign.

5. Managed Service Pinterest

At Client's request, KPM can align click trackers to campaign structure by breaking out ad sets by banner location and audience.

KPM is unable to apply multiple Client click trackers to a single placement. Currently, only impression 1x1s are available.

Please provide tags 10 business days prior to campaign launch for quality assurance testing.

KPM can accommodate Kantar Millward Brown studies pending feasibility. Please reach out to your KPM contact to discuss.

- **Accepted Ad Serving providers for Pinterest:**

- Google Campaign Manager (DCM)
- Flashtalking

Accepted Tag Types for Pinterest:

- Click & Impression Trackers – please limit it to one per banner and audience.

To activate tags for Pinterest:

1. KPM will provide Client with bannerized URLs.
2. Client to build tags within the approved ad server providers.
 - a. Flashtalking tags should use KPM as the site/publisher in 'tag setup'.
 - b. KPM recommends sending one click tracker per Kroger banner.
3. Client to provide KPM ad server tags.
4. KPM will conduct quality assurance testing, append tags, and launch the campaign(s).
5. Client to notify KPM if data isn't flowing after 72 hours from activation.

- **Accepted Third-Party Measurement providers for Pinterest:**

- Kantar Millward Brown (tag-less integration)

To activate Kantar Millward Brown (KMB) measurement for Pinterest:

1. Client to build and provide tags to KPM.
2. KPM will conduct quality assurance testing, append tags, and launch the campaign(s).
3. Client to send reporting or grant KPM (programmaticMAT_DL@8451.com) access to measurement provider dashboard for ongoing monitoring and optimization.

4. Client to notify KPM if data isn't flowing after 72 hours from activation.

- **Accepted Third-Party Verification providers for Pinterest:**
 - DoubleVerify (tag-less integration)

To activate DoubleVerify verification for Pinterest:

1. Client to provide contact information to KPM to access DoubleVerify auto-reports for the campaign.

6. Managed Service Snapchat

At Client's request, KPM can align click trackers to campaign structure by breaking out ad sets by banner location and audience.

KPM is unable to apply multiple Client click trackers to a single placement. Currently, only impression 1x1s are available.

Please provide tags 10 business days prior to campaign launch for quality assurance testing.

- **Accepted Ad Serving providers for Snapchat:**
 - Google Campaign Manager (DCM)
 - Flashtalking

Accepted Tag Types for Snapchat:

- Click & Impression Trackers – please limit it to one per banner and audience.

To activate tags for Snapchat:

1. KPM will provide Client with bannerized URLs.
2. Client to build tags within the approved ad server providers.
 - a. Flashtalking tags should use KPM as the site/publisher in 'tag setup'.
 - b. KPM recommends sending one click tracker per Kroger banner.
3. Client to provide KPM ad server tags.
4. KPM will conduct quality assurance testing, append tags, and launch the campaign(s).
5. Client to notify KPM if data isn't flowing after 72 hours from activation.

- **Accepted Third-Party Measurement providers for Snapchat:**
 - Nielsen DAR

To activate Nielsen DAR measurement for Snapchat:

1. Client to send tags to KPM 10 business days prior to activation.

2. KPM will conduct quality assurance testing, append tags, and launch the campaign(s).
3. Client to notify KPM if data isn't flowing after 72 hours from activation.

- **Accepted Third-Party Verification providers for Snapchat:**
 - DoubleVerify (tag-less integration)

To activate DoubleVerify verification for Snapchat:

1. Client to provide contact information to KPM to access DoubleVerify auto-reports for the campaign.

7. Managed Service Advanced TV

KPM does not build with Roku. Clients can work directly with Roku on tags and specs. Roku + KPM is pre-loaded into Flashtalking as a selectable site, so custom adds are not needed.

- **Accepted Ad Serving providers for Advanced TV:**
 - Google Campaign Manager (DCM)
 - Flashtalking
 - Extreme Reach
 - Innovid

Accepted Tag Types for Advanced TV:

- Click & Impression Trackers
 - o Up to 50 click trackers.

To activate tags for Advanced TV:

1. KPM will provide Client with bannerized URLs.
2. Client to build tags within the approved ad server providers.
 - a. Flashtalking & Extreme Reach tags should use KPM as the site/publisher in 'tag setup'.
 - b. Ensure the brief uses "Roku + KPM", not one or the other.
3. Client to provide KPM ad server tags.
4. Roku will conduct quality assurance testing and implement tags.
5. Client to notify KPM if data isn't flowing after 72 hours from activation. KPM will work with Roku to troubleshoot a solution.

- **Accepted Third-Party Measurement providers for Advanced TV:**
 - Nielsen DAR

To activate Nielsen DAR measurement for Advanced TV:

1. Client to send tags to Roku team 10 business days prior to activation.

2. Roku will conduct quality assurance testing and append to the campaign(s).

- **Accepted Third-Party Verification providers for Advanced TV:**
 - MOAT
 - IAS
 - DoubleVerify

To activate verification for Advanced TV – please work with your KPM contact upon kickoff to understand verification restrictions and specs as KPM does not manage the build directly.

8. Self Service: Direct Connect

KPM does not need to review or approve tags within the accepted partner list for use with Direct Connect.

KPM does not allow the use of any DMP tags on its Direct Connect deals.

- **Accepted Ad Serving providers for Direct Connect:**
 - Google Campaign Manager (DCM)
 - Flashtalking
 - Extreme Reach
 - Innovid
- **Accepted Tag Types for Advanced TV:**
 - Third-party ad serving tags and/or click trackers are accepted. The type of tag used is up to the trafficker.
- **DSP or Buying Platform Tags:**
 - To receive KPM sales measurement & reporting, tags are accepted and required from DSPs/buying platforms such as The Trade Desk.

Other accepted tagging providers:

- Nielsen DAR
- Kantar Millward Brown
- MOAT
- IAS
- DoubleVerify
- Grapeshot
- Placed
- Data+Math