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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. This policy identifies reporting capabilities, availability, and delivery for campaigns run through managed service offsite channels only.

- **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 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. Reporting Timing and Delivery

KPM will provide media metric reporting two to four weeks post-campaign. KPM may make available certain ad campaign performance-related information through an online portal or through other mediums.

KPM does not guarantee any timeliness or specific cadence to the availability of such reports. Please direct any questions regarding the availability of these reports to the appropriate KPM Account Team.

3. Availability of Reports and Confidentiality

Reports are the confidential information of KPM and subject to the confidentiality obligations in the applicable agreement with KPM.

4. Changes to Reports & Accuracy

Information contained in reports provided by KPM may include immaterial inaccuracies including typographical errors. Immaterial changes to such reports may be made at any time. Changes which relate to or affect the substance, accuracy, or validity of such reports will be discussed with Client and modified where appropriate.

5. Media Metric Reporting Deliverables

Reporting for managed service offsite campaigns is variable by client investment. Unless otherwise noted, clients will receive standard reporting deliverables below.

1. Standard Media Metric Reports (MMR), delivered two to four weeks post-campaign.

2. In-flight pacing provided **upon request** and in a KPM template.

Metrics included in MMRs and in-flight pacing:

→ Impressions
→ Clicks (if applicable)
→ Click-Thru-Rate (if applicable)
→ Engagements (if applicable)
→ Engagement Rate (if applicable)
→ Viewability (if applicable)
→ Fraud Rate (if applicable)
→ Brand Safety (if applicable)
→ Video Views (if applicable)
→ Video Completion Rate (if applicable)
→ Audio Completion Rate (if applicable)

Breakdowns Allowed: Daily, Weekly, Monthly, or Total.

Customization Breakdowns Allowed: By audience and/or creative.

Allowed if requested: Client Billable Amount.