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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/resources/specs/>.

▪ 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 parameters outlined in our offsite tagging guide. Each offsite tactic (i.e., display, native, video, social, etc.) may not have all of these options available. Please refer to the offsite tagging guide for more details.

Ad Server - KPM Approved Ad Server 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.

Third Party Measurement providers:

- Nielsen DAR

- Kantar Milward Brown

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

Please ensure tags stay under 200 impression event tags, including ad server impression pixels, and under 50 click event tags.

3. Managed Service Display, Native & Video

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

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
- Accepted Ad Server providers for Display, Native & Video:
 - Google Campaign Manager (DCM)
 - Flashtalking
 - Innovid
 - Extreme Reach
- Accepted Third-Party Measurement providers for Display, Native & Video:
 - Kantar Millward Brown
 - Nielsen DAR
- Accepted Third-Party Verification providers for Display, Native & Video:
 - MOAT
 - DoubleVerify
 - IAS

Clients can avoid verification fees if using KPM DoubleVerify reporting.

4. Managed Service Meta

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 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 Server providers for Meta:**

- Google Campaign Manager (DCM)
- Flashtalking
- Innovid

Accepted Tag Types for Meta:

- DCM and Flashtalking: Click trackers only – please limit it to one per banner and audience.
- Innovid: Impression 1x1s only – please limit it to one per banner and audience.

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

- Nielsen DAR

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

- DoubleVerify (tag-less integration)

5. Managed Service Pinterest

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

- **Accepted Ad Server 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.

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

6. Managed Service Snapchat

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

- Accepted Ad Server providers for Snapchat:
 - Google Campaign Manager (DCM)

Accepted Tag Types for Snapchat:

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

- Accepted Third-Party Measurement providers for Snapchat:
 - Nielsen DAR
- Accepted Third-Party Verification providers for Snapchat:
 - DoubleVerify (tag-less integration)

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 Tag Types for Advanced TV:

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

- Accepted Ad Server providers for Advanced TV:
 - Google Campaign Manager (DCM)
 - Flashtalking
 - Extreme Reach
 - Innovid
- Accepted Third-Party Measurement providers for Advanced TV:
 - Nielsen DAR

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

8. Self Service: Direct Connect

KPM does not need to review or approve tags for use with Direct Connect, with the following exceptions:

- KPM does not allow the use of any DMP tags on its Direct Connect deals.
 - KPM only accepts ad serving tags or ad server events from a list of approved ad servers. Third-party ad serving tags or ad server impression events and click trackers are accepted within this list. The type of tag used is up to the trafficker.
 - KPM reserves the right to audit if we have evidence that unapproved ad servers or DMP tags are being used on KPM media without approval.
- Accepted Ad Serving providers for Direct Connect:
 - Google Campaign Manager (DCM)
 - Flashtalking
 - Extreme Reach
 - Innovid
 - DSP or Buying Platform Tags:
 - To receive KPM sales measurement & reporting, DSP measurement tags are required. Please see the activation guide for implementation guidelines.