







# Influencer

Build brand awareness & extend reach through influencer activations. Co-branded messaging encourages users to try & purchase your product. Potential for brands to repurpose influencer content for their own media & marketing activations, even after the campaign ends.



## SOLUTION OVERVIEW

	<b>PLACEMENTS</b>	Meta/Instagram
	<b>LEAD TIMES</b>	8 Weeks
	<b>CAMPAIGN DURATION</b>	2 – 4 Weeks
	<b>PRICING</b>	\$17.50 CPM
	<b>INVESTMENT MINIMUM</b>	\$35,000
	<b>OBJECTIVE ALIGNMENT</b>	Brand Awareness

Today, the KPM Influencer network has over 400+ influencers who represent different markets, demographics, ethnicities, lifestyles and content verticals.

## MACRO INFLUENCER

- **3 influencers** with ~50K+ followers
- Instagram/Meta Campaign
  - 1 in-feed **reel** video + 4 story frames with 1 link sticker over the course of one day
  - License to content for use outside KPM
- Paid amplification with 2MM+ guaranteed impressions at minimum
  - **1P audience targeting** – All Kroger HHs + interest targeting
- **Allows brand to review** influencer recommendations, concepts and draft content

## MICRO INFLUENCER

- **5 influencers** with ~10K–30K+ followers
- Instagram/Meta Campaign
  - 1 in-feed **content** (*carousel, reel, or static*) + 1 story frame with 1 link sticker over the course of one day
  - License to content for use outside KPM
- Paid amplification with 2MM+ guaranteed impressions at minimum
  - **1P audience targeting** – All Kroger HHs + interest targeting
- **Allows brand to review** influencer recommendations, concepts and draft content

# Influencer

ADDITIONAL  
INFORMATION

## TARGET THE RIGHT AUDIENCE

Our core targeting is rooted in our 1st party shopper data captured from the Kroger Loyalty Card. The below are a couple samples of the types of segments we have access to.

- **1P audience targeting** – All Kroger HHs + interest targeting

## PRICING

Influencer is priced on bundled CPM model which means the campaign is sold in with a guaranteed impression number and all management & measurement are covered in the total cost.

## MEASURE WHAT MATTERS

Drive uplift and new shoppers to your brand by creating awareness and education.

**The report will include organic and media metrics.** This will be delivered 1 week after campaign end date and will include the following metrics:

### Organic Measurement Metrics:

- Influencer combined follower counts
- Potential impressions (IG Feed + IG Story)
- IG Feed Impressions
- IG Story Views
- IG Story Link Clicks to Kroger.com
- Likes and Comments
- Engagement Rate

### Media Measurement Metrics:

- Impressions
- Engagements
- Link Clicks



## CLICK-THROUGH EXPERIENCE

Influencer ads can drive to the following eCommerce enabled Kroger.com destinations:

- Ungated Coupons (No TDCs or capped GCPs)
- Custom Landing Page
- Brand Shop
- Curated Product List
- Department Page/Seasonal Page

## USAGE RIGHTS & EXCLUSIVITY

Client may repurpose content digitally for **12 months** following the content going live.

- Includes reposting the sponsored content on their own social channels and digital properties and amplify in a paid capacity with Kroger.

**Exclusivity:** Two (2) weeks before and two (2) weeks after influencer content goes live.