

Snyder's finds success leveraging KPM targeting and measurement on Roku

Opportunity:

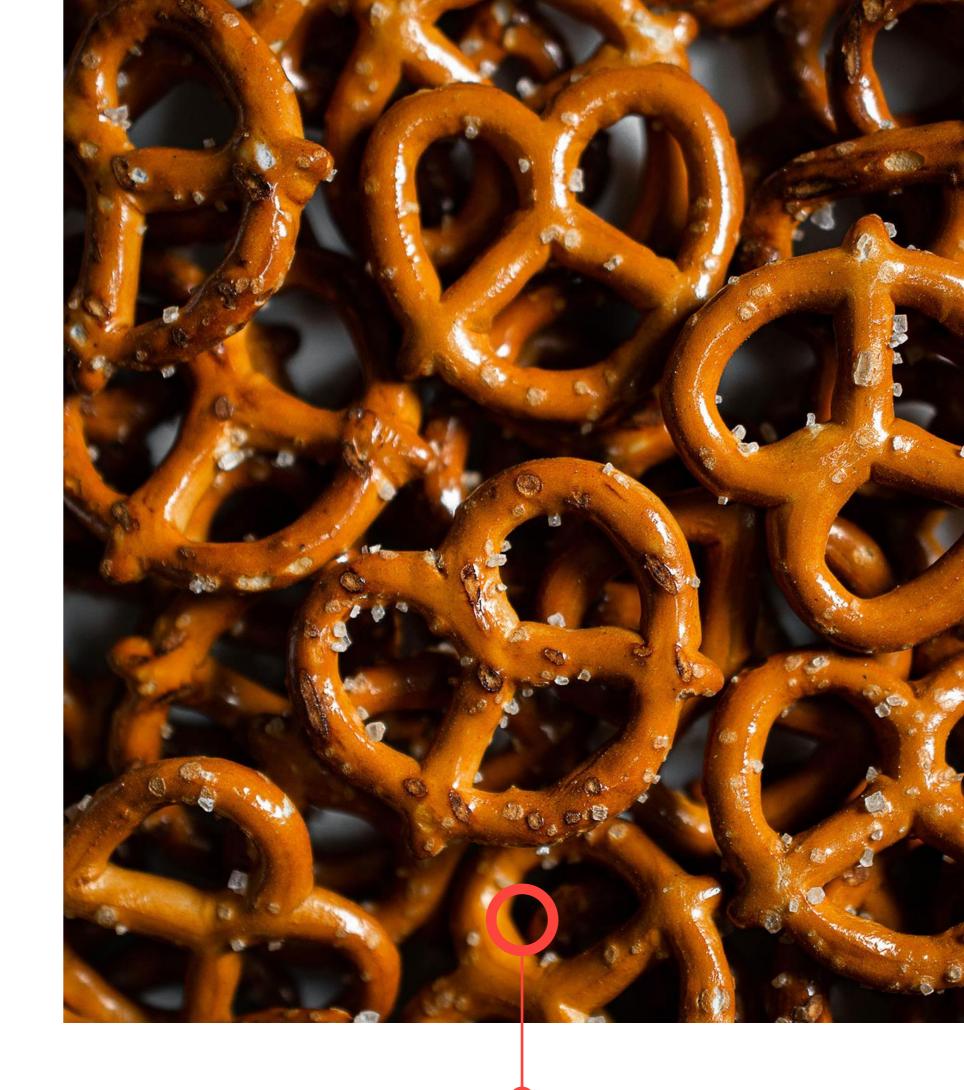
 Snyder's of Hanover wanted to optimize their reach in the connected TV environment and grow new households

Solution:

KPM data
science
identified Roku
households
likely to convert
against a snack
food message

Results:

 68% of the exposed buyers were new or lapsed to the Snyder's brand



Exposed households spent 5X more on the brand than the average Kroger buyer.

