

# Kroger Case Study: Snacking Brand

How Flywheel Digital utilized 84.51° Stratum data to create a detailed plan focused on driving household penetration and category share KPIs for its CPG client

## Challenge:

Given the phased approach of the client's investment in Kroger search, they needed a recommendation on how best to utilize the additional dollars that had been allocated. Main KPIs for the advertiser included household penetration and category share.

## Solution:

Using 84.51° Stratum, Flywheel was able to create a detailed plan focused on driving household penetration and category share KPIs in addition to the traditional CPC and ROAS KPIs used for measuring media.

## Results:

On average, eCommerce share increased by 15% during the investment increase and the year-over-year changes in brand household penetration consistently outpaced the category benchmark. This data enabled greater advocacy and attention towards search investment in 2023.



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