



ConAgra Taps Kroger Precision Marketing to Launch New Plant-Based Products

Opportunity:

- ConAgra looked to build awareness for their new plant-based frozen products. Leveraging Kroger's first party data to identify the best households, KPM recommended a multi-channel campaign approach.

Solution:

- Offsite display ads, Pinterest and Product Listing Ads drove consumers to a dedicated shoppable landing page on Kroger.com.

Results:

- Shoppers exposed to multiple touchpoints were the most valuable households with the highest sales and units purchased

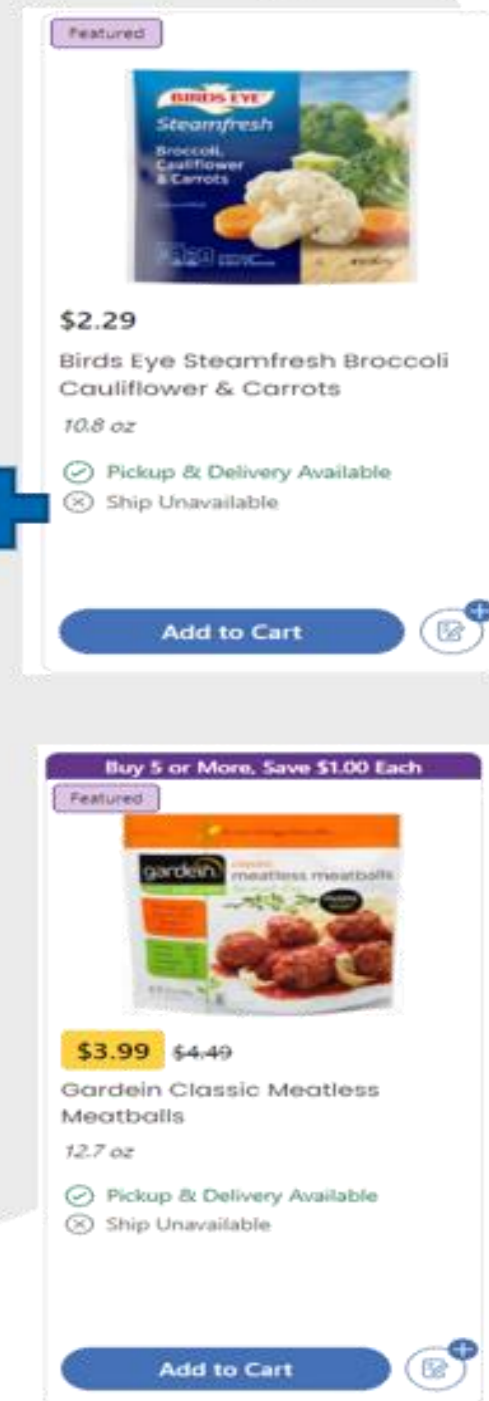
Offsite Display



Pinterest



Product Listing Ads



Over **30x** return-on-ad-spend and over **1 million** households converted.

