84.51°

Unleashing the Power of Kroger's 84.51° Audience Data for General Mills

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General Mills

Introduction

In today's rapidly evolving consumer packaged goods (CPG) marketing landscape, data-driven insights are essential for effectively reaching and influencing consumer behavior. General Mills has an opportunity to complement its existing media strategies with Kroger Precision Marketing's (KPM) 84.51° proprietary audience data, offering more accurate, timely, and directly reflective insights into Kroger's extensive customer base.

While existing strategies may leverage Nielsen Catalina, Oracle, and General Mills' own first-party data, this white paper provides a compelling case for testing KPM's 84.51° audience segments alongside these sources. I aim to highlight the unique benefits of KPM's data to improve targeting precision, reach, and return on investment (ROI). Powered by cutting edge science, KPM leverages 1st party retail data from nearly 1of 2 US households and 2BN+ transactions to fuel a more customer-centric journey utilizing 84.51° Insights, 84.51° Loyalty Marketing and KPM's retail advertising solution, Kroger Precision Marketing.

White Paper Sources

1. **Oracle Audience Solutions Overview:** Oracle Audience Solutions

2. **CPG Audience Playbook (Oracle):** CPG Audiences Playbook

3. **84.51° Data Sources & Methodology:** 84.51°

4. **Nielsen Catalina Solutions:** Nielsen Catalina Solutions

5. **Flashtalking & GMI DCO Partnership Overview Decks**

Understanding KPM's 84.51°
Audience Data

KPM's 84.51° audience data is rooted in Kroger's robust first-party data pool, offering a deterministic and comprehensive view of consumer behavior.
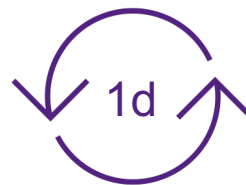
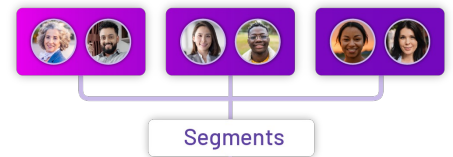## Key Features of 84.51° Audience Data

Deterministic

1d

Segments

Proprietary Source - Derived from Kroger's loyalty program, encompassing 60 million+ households.

Deterministic Data - Based on actual customer transactions, shopping patterns, and demographics.

Daily Refresh - Updated daily, enabling up-to-the-moment targeting precision.

Granular Segmentation - Advanced modeling and segmentation identify unique behavioral groups.

# The Complementary Nature of Nielsen Catalina, Oracle, and KPM Data

Nielsen Catalina and Oracle provide valuable cross-retailer perspectives and aggregated insights. However, combining these with KPM's deterministic, Kroger-specific data allows General Mills to enhance targeting precision, increase ROI, and broaden the reach efficiency of its national media campaigns.
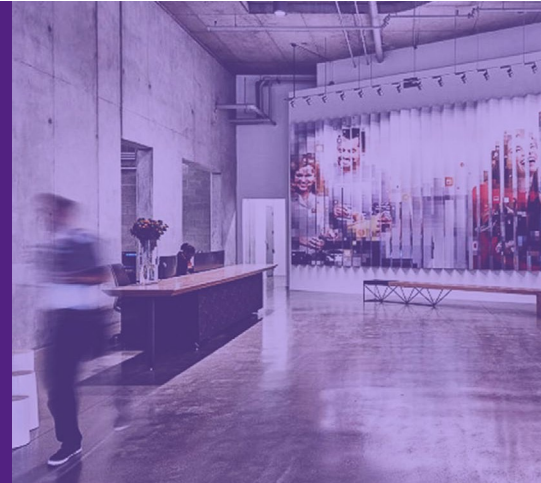
Better Together

Combining Nielsen Catalina and Oracle with KPM's deterministic, Kroger-specific data allows General Mills to:

1. **Enhance Targeting Precision:** Use 84.51° data's daily refresh to optimize targeting strategies and reduce wasted ad spend.

2. **Increase ROI:** Leverage high-quality first-party data directly from Kroger, minimizing errors from modeled data.

2. **Broaden Reach Efficiently:** Utilize Nielsen Catalina and Oracle's cross-retailer reach to supplement Kroger-specific insights.
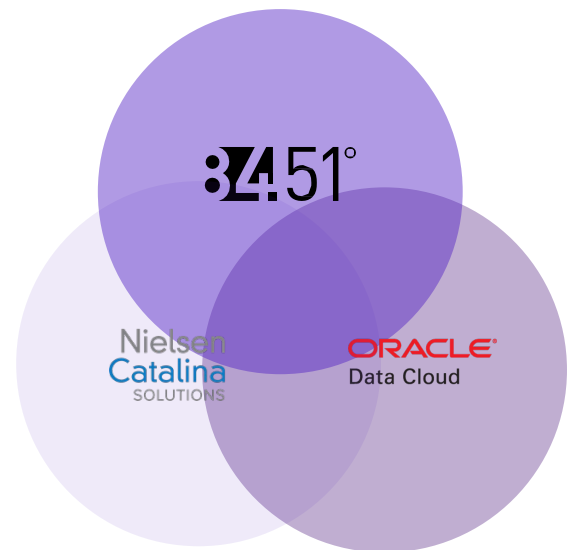
Comparison Table

Aspect	KPM's 84.51° Audience Data	Nielsen Catalina	Oracle
Ownership	Kroger Proprietary (84.51°)	Third-party	Third-party
Scope	60M+ Households	Aggregated/Mixed Sources	Aggregated/Mixed Sources
Refresh Frequency	Daily	Weekly/Bi-Weekly	Weekly/Bi-Weekly
Modeling Level	Minimal to Moderate	Moderate to High	Moderate to High

Key Benefits of Using KPM's 84.51° Audience Segments

Precision Targeting with Daily Refresh:

- **Timeliness:** Daily refresh ensures precise exclusion of recent purchasers, reducing wasted ad spend.

- **Dynamic Targeting:** Adaptive targeting strategies aligned with real-time shopping behaviors.

Cost Efficiency:

- **Direct Data Access:** Reduces pass-through fees from third-party vendors by using data directly.

- **Optimized Budget:** Real-time data enables effective budget allocation to high-value audience segments.

Enhanced Scale & Quality:

- **Larger Deterministic Pool:** More comprehensive insights with minimal inaccuracies.

- **Advanced Segmentation:** Sophisticated models identify high-potential audiences.
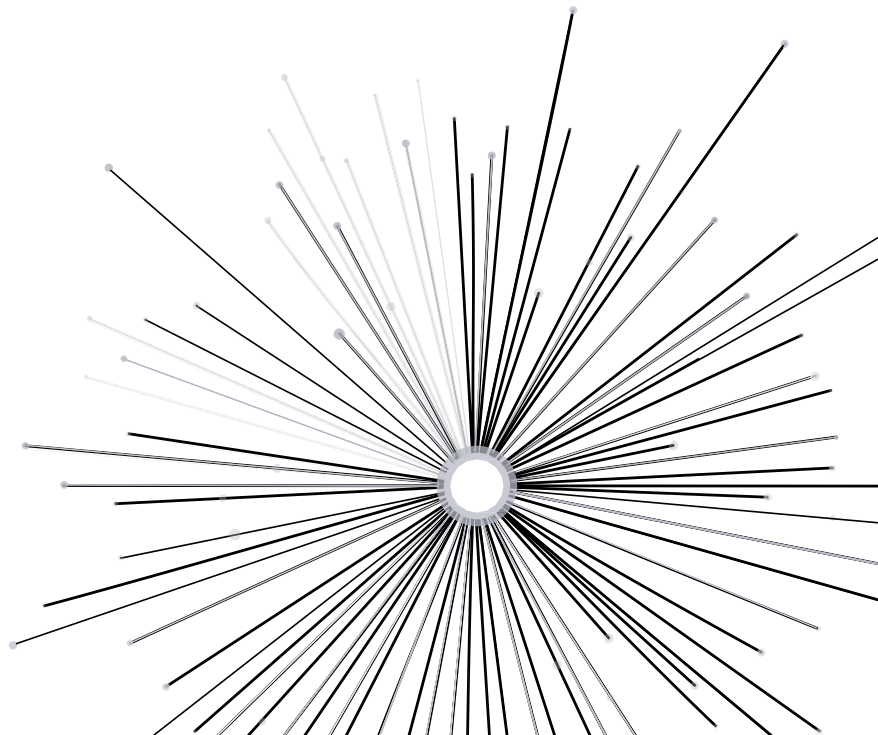
Testing Plan for General Mills

Approach:

General Mills can conduct a comprehensive test comparing:

1. **KPM Audience Segments:** Utilizing proprietary 84.51° audience data.

2. **Nielsen Catalina & Oracle Audience Segments:** Leveraging existing third-party segments.

KPIs for Comparison:

1. **Targeted Precision:** Measure reduction in wasted ad spend through exclusion of recent purchasers (result of KPM's more real-time refresh).

2. **ROI:** Compare return on ad spend (ROAS) between KPM and Nielsen/Oracle segments.

3. **Reach Efficiency:** Evaluate the cost per impression (CPM) for each audience segment.

4. **Sales Lift:** Measure uplift in sales among targeted segments.

Expected Outcomes:

By complementing Nielsen Catalina and Oracle data with KPM's 84.51° audience data, General Mills is expected to achieve:

- **Improved Targeting Precision:** Daily refresh ensures optimal audience targeting.

- **Higher ROI:** Enhanced audience insights reduce pass-through fees and improve targeting precision.

- **Superior Sales Lift:** Deterministic data drives more effective customer engagement.

Next Steps

Summary

KPM's 84.51° audience data provides General Mills with real-time, high-quality insights to optimize campaign targeting. Testing KPM's 84.51° data alongside Nielsen Catalina and Oracle will demonstrate the potential for improved targeting precision, ROI, and sales lift.

Next Steps:

1. **Collaborate on Developing Test Campaign and KPIs:** GMI, KPM, and UM to work together to design a campaign structure and set measurable KPIs.

2. **Execute Test Campaign:** Launch the test campaign to compare KPM and Nielsen/Oracle audience segments.

3. **Analyze Campaign Results:** KPM and UM to assess campaign performance across KPIs and present findings to General Mills' National Media Team.

Let's unlock the full potential of General Mills campaigns by leveraging KPM's 84.51° audience data!
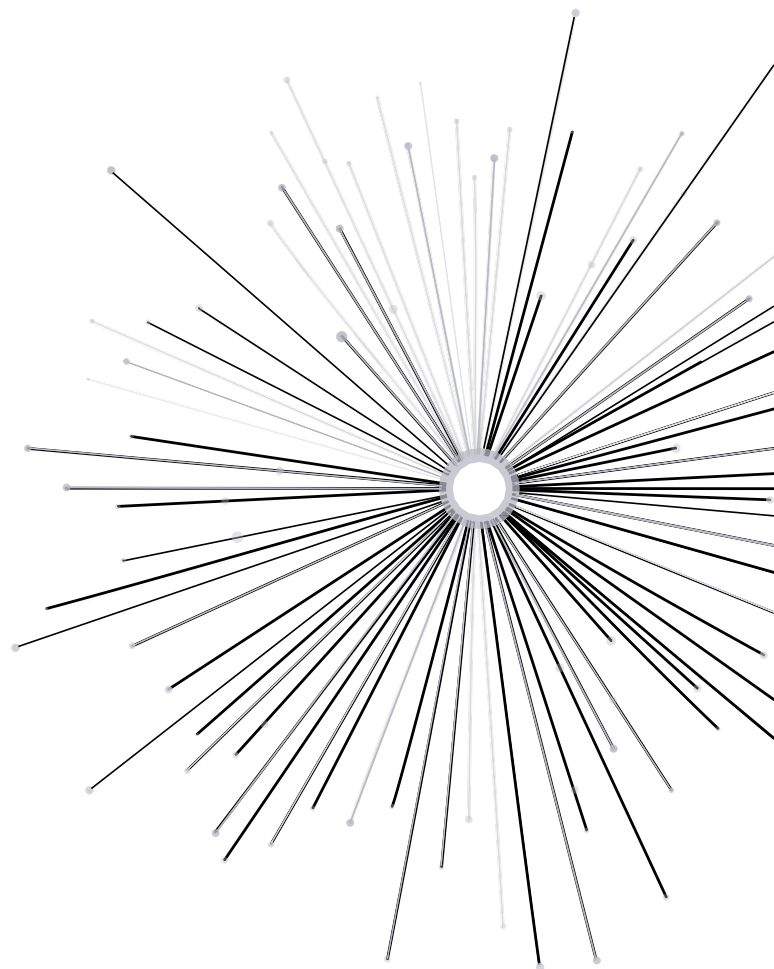
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