



## 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.