

Kroger Case Study: Beverage Brand

How Flywheel Digital evaluated its CPG client's total eCommerce performance at Kroger via data from 84.51° Stratum

Challenge:

Client had low levels of search investment, limiting their potential to win on site. In an effort to better understand the impact of Kroger search beyond traditional KPIs, retail data from 84.51° Stratum was desired to advocate for increased investment with Kroger as a growing space in eCommerce.

Solution:

Using 84.51° as the gold standard for Kroger data, Flywheel looked to assist in creating a test and learn opportunity around incremental search investment and providing a strategy around the increased catalog support.

Results:

During the period of increased investment, Flywheel was able to evaluate the brand's total eCommerce performance at Kroger via data from 84.51° Stratum. This demonstrated that the brand achieved immediate category share growth and consistently outpaced the category benchmark for year-over-year changes in household penetration. This data enabled greater advocacy and attention towards search investment in 2023.



Insights from 84.51° Stratum data

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