

34.51°

Press Kit 2024



Media Contact

Mower

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About 84.51°

84.51° is a retail data science, insights and media company. We help The Kroger Co., consumer packaged goods companies, agencies, publishers and affiliates create more personalized and valuable experiences for shoppers across the path to purchase.

Powered by cutting-edge science, we utilize first-party retail data from over 62 million U.S. households sourced through the Kroger Plus loyalty card program to fuel a more customer-centric journey using 84.51° Insights, 84.51° Loyalty Marketing and our retail media advertising solution, Kroger Precision Marketing.

Leadership team

Milen Mahadevan, President

Todd James, Chief Data & Technology Officer

Allison Unkraut, Merchandising & Marketing

Andrew Cron, Research Science –
Supply Chain, Retail Operations, R&D

Brian Gibson, CFO

Cara Pratt, Kroger Precision Marketing

Diana Victoriano, HR

Kristin Foster, Data Science

Michael McGowan, Commercial Insights & Loyalty

Nick Hamilton, Media & Commercial Technology Lead

Peter Miles-Prouten, Strategic Partnerships & Data Ventures

Piyush Zaveri, Ventures, Managing Partner of PearlRock



Our purpose

We make people's lives easier by inspiring more relevant and meaningful experiences between CPGs and their consumers. Our in-depth shopper understanding and cutting-edge data science helps our clients to create more personalized consumer connections, cutting through the clutter in an ever-evolving omnichannel marketplace.

Our core values



Limitless Minds –

We are open-minded thought explorers. Data pioneers driven by a hunger to learn, nurture and teach. We embrace diversity of thinking and intellectual growth. We fall in love with the problem and answer it with unbridled creativity.



Fearless Hearts –

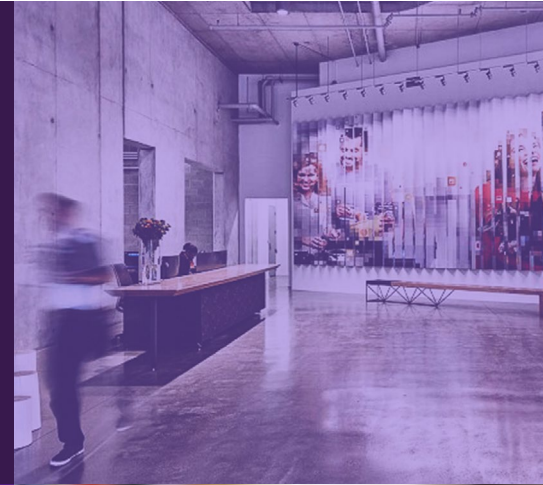
We have confidence to say and do what is right. We have informed points of view and the courage to ask why not. We make a difference and we work together to make life easier for our clients, our communities and our people.



Relentless Delivery –

We love what we do and we see it through together. When people say it can't be done, we prove them wrong. We feel the fear and do it anyway. We make it happen together.

Our solutions



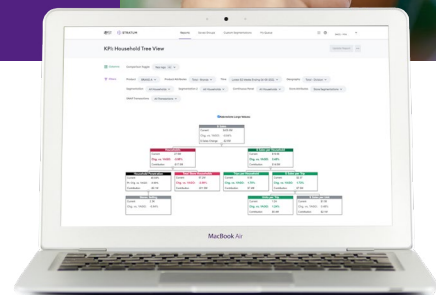
84.51° INSIGHTS

84.51° Insights brings together first-party customer data every week, shopper science, and strategy, to give brands, agencies and grocery affiliated partners unparalleled business knowledge and customer intelligence to drive a variety of business objectives: Merchandising & Retail, Omnichannel Strategy, Product Innovation and Brand Health & Marketing.

We help brands better understand the shopper's path to purchase. Through our flagship insights product — 84.51° Stratum, custom Research & Analytics solutions, and evolving access to actionable shopper data, we empower brands to build and execute the most comprehensive and personalized customer-centric strategies.



STRATUM



84.51° Stratum

With insights fueled by transactions from over 62 million households in the U.S., 84.51° Stratum can be used to draw conclusions that are representative of consumer behavior. 84.51° Stratum delivers broad data assets with access to in-store and online purchases in a single view.

With 84.51° Stratum, brands have greater flexibility to customize their experience gathering data on sales performance, inventory and out-of-stocks, assortment, promotions, customer segmentation and behavioral insights, new item performance, and in-store space management. 84.51° Stratum offers multiple subscription packages to meet varying needs and budgets.



**COLLABORATIVE
CLOUD**

84.51° Collaborative Cloud

The ideal data science platform that puts 84.51°'s industry-leading data in an easy-to-use environment, enabling companies to unleash the potential of their data science team.



IN-QUERIES

84.51° In-Queries

A self-serve research platform that utilizes behaviorally validated shoppers for research sampling and provides results fast!



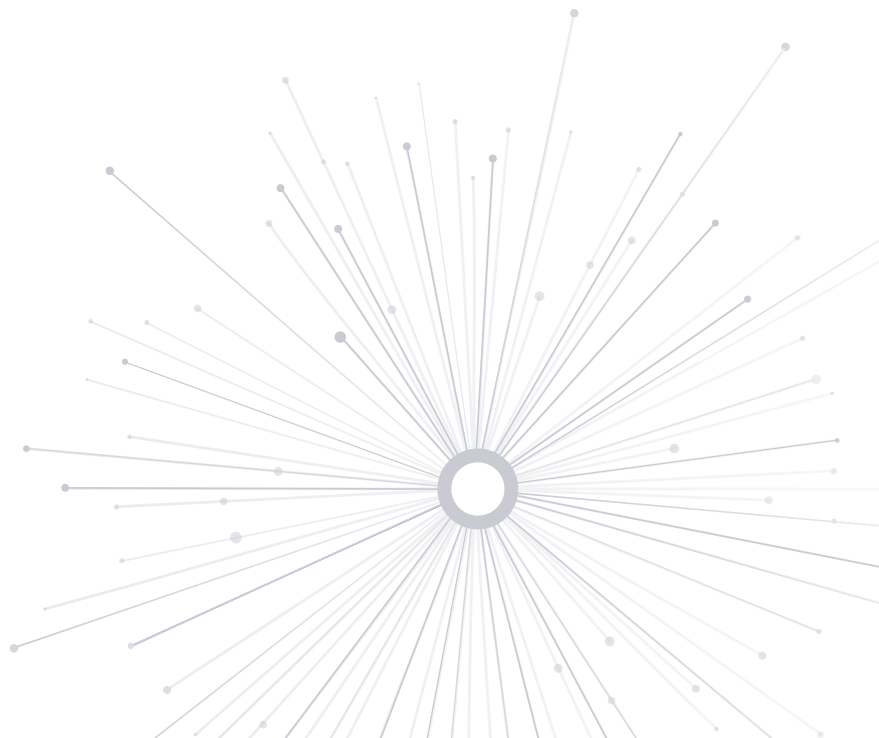
Custom Insights

We apply industry-leading data science and analytics to deliver insights through proven solutions, spanning quick-turn products to highly-personalized insights projects. The remarkable breadth and depth of our unique behavioral data asset and complimentary capabilities allows us to answer a wide variety of business questions. Our ability to analyze niche shopper populations — while still maintaining robust sample size — powers our dynamic analyses and provides our partners with complete confidence in understanding shopper behavior. The experience we have delivering actionable insights empowers our partners to make informed decisions that drive results.



Consumer Research

We complement and amplify 84.51°'s industry-leading data science and analytics with cutting-edge research approaches that bring together the “What” and “Why” of shoppers. Our unique ability to target based on shopper behavior, not claimed behavior, delivers confidence and efficiency. The experience we have integrating the voice of the customer with big data empowers our CPG and other partners to understand customers at a human level.



84.51° LOYALTY MARKETING

84.51° Loyalty Marketing builds long term engagement with its best customers by personalizing rewards with brands and products that customers love.

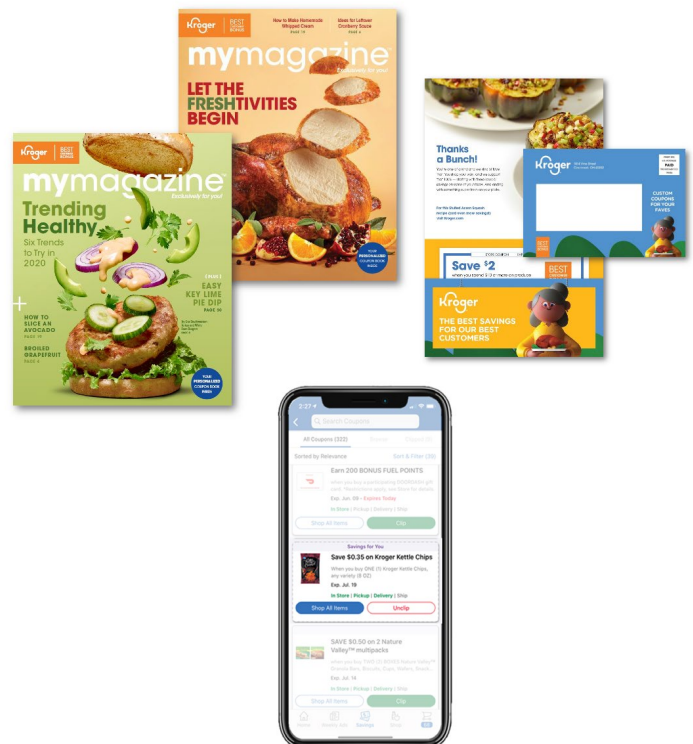
With over 150 million customer touchpoints and 1.9 billion unique coupons customized for our millions of loyal customers each year, we build long-term shopper engagement and loyalty through valuable personalized offers and communications at scale. Each household receives a unique combination of offers based on past purchases with brands and products they love and trust.



BEST CUSTOMER COMMUNICATIONS

Best Customer Communication (BCC)

Our BCC platform is a critical element of Kroger's Customer First strategy that generates an ongoing dialogue with their best customers, rewards and grows customer loyalty, and leverages customer insights and actual purchase behavior to deliver relevant offers and content to each individual customer. Our BCC vehicles such as LCM and MyMagazine help every Kroger customer feel uniquely recognized, acknowledged and rewarded by Kroger every day.



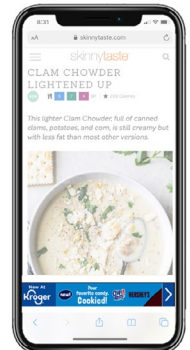
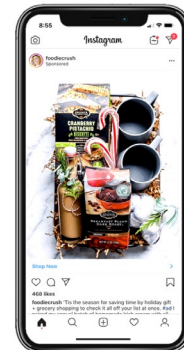
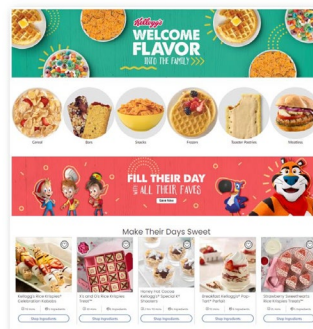
84.51° MEDIA

Kroger Precision Marketing is a retail media advertising solution designed for transparency and results.



Kroger Precision Marketing (KPM)

Kroger Precision Marketing (KPM) is the retail media business of Kroger designed to make shopping easier and brand advertising more effective. Powered by 84.51° data science, and Kroger's popular loyalty card program, KPM connects consumers to brands through engaging moments that inspire purchasing online or in-store.



Frequently Asked Questions



1. Is 84.51° owned by The Kroger Company?

84.51° is a wholly owned subsidiary of The Kroger Co., one of the largest retailers in the United States.

2. Where is 84.51° located?

We are headquartered at 100 W. Fifth Street, Cincinnati, Ohio, with additional offices in Chicago and Deerfield, Ill.; Portland, Ore.; and New York, N.Y.

3. Our Cincinnati headquarters features:

- 280,000+ square foot office space
- 5 office floors
- 48 adjustable height desks
- 110+ meeting rooms
- 11 video conference rooms
- Client conference center
- Reception/9th floor patio
- Creative thinking space
- Lobby
- 7 parking levels
- 1,082 parking spaces
- 6 electric vehicle charging stations
- Complimentary bike storage

4. Cultural features include:

- 6 training rooms
- 97 privacy rooms
- 4 mother's rooms
- 3 recharge rooms
- 3 treadmill work stations
- Employee kitchens
- Health & Wellness center
- Café and convenience market
- Game room

5. How many employees does 84.51° have?

Among our four offices, we have 1,400+ employees.

6. Does 84.51° also do PR for The Kroger Co.?

No. Please contact Erin Rolfes, Head of Corporate Communications & Media Relations, at erin.rolfes@kroger.com, or Keith Dailey, Group Vice President of Corporate Affairs, at keith.dailey@kroger.com for additional information about The Kroger Co.

7. Where does 84.51° get its name?

84.51°'s unorthodox name not only reflects a maverick culture, but is also an ode to the company's headquarters' longitudinal location. Like a longitudinal curve, 84.51°'s advanced analytics follow a long arc of time and customer behavior to reveal the wants, needs and desires concealed in customer behavior.

84.51° is a retail data science, insights and media company. We create results-driving customer insights and activation strategies that build measurable value for The Kroger Co. and more than 1,400 consumer-packaged-goods companies. Powered by cutting edge science, we leverage our in-depth customer understanding to inspire more relevant and meaningful experiences between brands and their consumers — now and in the future.

Our more than 1,400 talented associates distill data to reveal relevant customer patterns. By transforming data into knowledge, we provide our partners with a deep understanding of who the customer is, what is important to them and why. We enable our partners to develop lasting customer relationships through a sustainable customer engagement model.

Clients

Our insights and marketing strategies empower The Kroger Co. and clients of all sizes — from emerging brands to the most established brands — attracting a prestigious list of more than 1,400 consumer packaged goods companies, agencies, publishers and business-affiliated partners, who are engaging with us in grocery, health, beauty and personal care categories.

We are a trusted partner to many of the largest brands in the world.



Partnership with Kroger



Formerly a joint venture partnership with Kroger and Tesco, Kroger worked with dunnhumbyUSA for more than a decade. 84.51° was established in Cincinnati in 2015 as a new consumer insights subsidiary of The Kroger Co. As one of the largest retailers in the United States, The Kroger Co. operates more than 2,700 supermarkets and multi-department stores in 35 states under approximately two dozen banners. Noteworthy results from this partnership include:

- Our strategies have revolutionized customer communications — offering relevant content and personalized offers. **The Kroger communications program has consistently achieved response rates of more than 50%.**
- Nearly half of all U.S. households hold a Kroger loyalty card. **Ninety-five percent of Kroger's sales are processed through its loyalty card.**

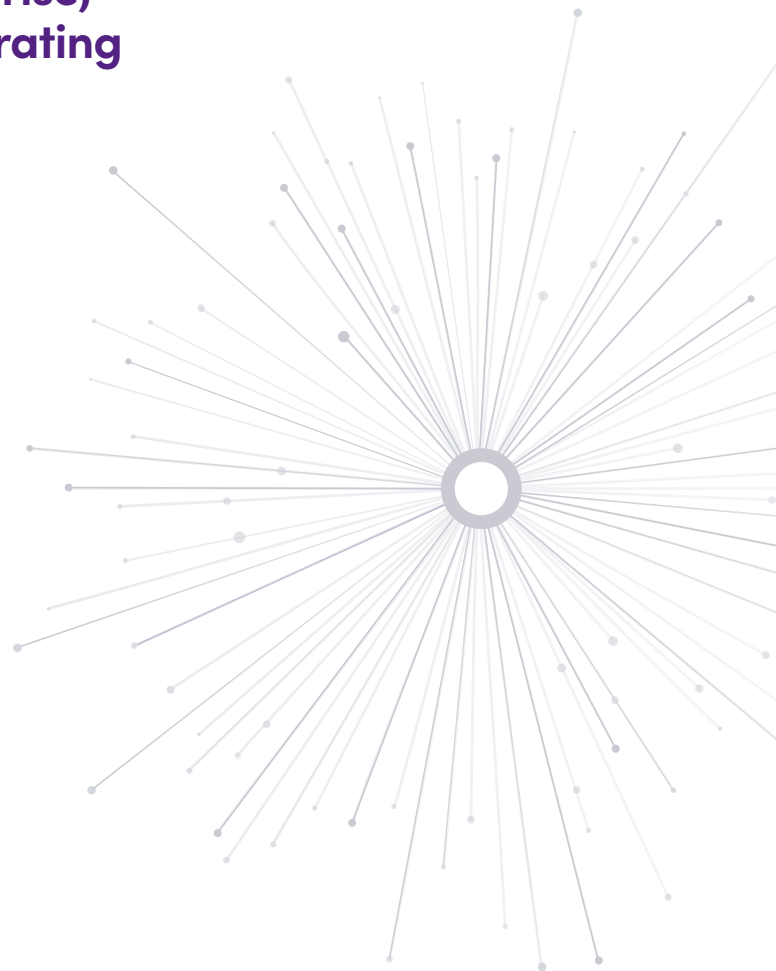


Best-in-class insights, loyalty and media



84.51°, as part of the Kroger enterprise, leads the industry in performance rating

- #1 in sharing actionable shopper data¹
- #1 in retail media targeting effectiveness¹
- #1 in retail media measurement capabilities¹
- #1 in retail media traffic-driving capabilities¹
- #1 in retail media data sharing²



¹ P2PI 2023 Trends Study
² P2PI 2024 Trends Study

84.51° Culture



- Making life more rewarding for the community and 84.51° associates is an essential part of the 84.51° culture. The company's Degrees of Giving initiative is an employee-led community support program, whereby employees identify and vote on the non-profit organizations the company will support each year.
- Diversity and inclusion are not simply boxes we check at 84.51° — they are woven into the fabric of who we are and where we're headed. We actively continue to evaluate, recalibrate, and foster a culture where all feel heard, respected, valued, and have the freedom to contribute freely. Our Diversity, Equity, Inclusion & Belonging (DEIB) journey began in 2016, and we are continuing to evolve our roadmap and mission toward becoming a destination for diverse, driven, and authentic minds. Beyond our leadership team being committed — we see organic efforts around DEIB blossom. People-led teams focused on DEIB, such as EDGE (including sub-committees, Women of Color and Women in Tech), Men For Equality, and ITOPIA (supports introverts) provide our associates with the space and freedom to grow themselves and others at 84.51°.
- 84.51°'s downtown Cincinnati headquarters was designed with its team and values in mind. The 280,000 square-foot space has spacious common areas, light canyons and monumental staircases. A majority of the office space is open with no walls to encourage employee interaction and collaboration; the entire executive team, including the President, sits at open desks.

84.51° Headquarters:

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