



84.51° STRATUM IS A BREAKTHROUGH ANALYTICS SOLUTION INTEGRATING 84.51° BEHAVIORAL INSIGHTS WITH MARKET6 RETAIL PERFORMANCE MEASURES – DELIVERING SCIENCE-POWERED INSIGHTS THAT DRIVE RESULTS.

## THE 84.51° DIFFERENCE

The power of 84.51° is our cutting edge data science and our ability to deliver holistic insights at scale:

- Powered by data captured for nearly 60 MM households across 35 states
- 3 billion baskets analyzed across a variety of platforms including brick-and-mortar and digital

## WHY STRATUM?

Stratum provides the industry-leading insights 84.51° is known for, with technology that delivers insights at the touch of a button, including:



### TOTAL PORTFOLIO ACCESS

Action at retail on data driven strategies for all brands across your entire portfolio along with a variety of product attributes



### DEEP CUSTOMER UNDERSTANDING

Activate, leveraging the latest in 84.51° segmentations including behavioral loyalty across the store and multi-dimensional views of the customer



### FASTER INSIGHTS

Accelerate ability to respond with insight-led recommendations fueled by more timely customer insights



### MORE HISTORY

Learn from past performance and identify what's next with 4 years of historical performance and customer behavior over time



### GREATER SCALE

Maximize impact of customer focused executions with greater visibility to transactions across the Kroger Enterprise, including Roundy's and Kroger digital platforms

“

*Kroger has a two-decade advantage using data to connect with customers one-to-one. We know our customers better than anyone does. Data is our most valuable asset. It allows us to create a personalized experience for every customer.*

”

– RODNEY MCMULLEN, CEO KROGER

## ADVANCED CAPABILITY PACKAGES

Stratum Platinum offers premium access to our CPG partners, delivering our best-in-class insights with advanced capability packages across:



ASSORTMENT



SUPPLY CHAIN



PROMOTION



NEW ITEM AND INNOVATION

## STRATUM PLATINUM DELIVERS BEST-IN-CLASS INSIGHTS, INCLUDING



**SALES PERFORMANCE**, including gross margin, with granularity down to item and store



**CUSTOMER PROFILING**, segmenting households by behavior and demographics



**CUSTOMER BEHAVIOR**, including composition of basket, cross-shop, and switching over time



**NEW ITEM PERFORMANCE**, including Trial and Repeat, incrementality to existing set, and source of new item volume



**ECOMMERCE**, robust insights across digital purchase modalities with comparison to performance in-store



**PROMOTION PLANNING AND EVALUATION** versus everyday forecasted sales, including feature and display detail



**ASSORTMENT** evaluation with category structures, with need states defined at item level



**INVENTORY TRACKING AND DEMAND FORECASTING**, with visibility to DC and store supply, and in-store out-of-stock and distribution void conditions



**PRICE** for everyday and during promotion, with price elasticities and classifications on P&P matrix



**SPACE MANAGEMENT** tools including POG information and mapping for categories across the entire store



## EXPAND ACCESS BEYOND YOUR CATEGORIES

Unlock additional insights through investment in access beyond your portfolio of brands. With Stratum expanded access, see more categories, more departments, or all departments across the store, enabling:

- Identification of emerging trends, innovation whitespace, and potential M&A opportunities
- Understanding of potential threats for cannibalization of current portfolio
- Development of cross-promotional strategies and the ability to benchmark performance

And, the variety of product attributes delivered in Stratum, including manufacturer and brand, enable an easier user experience and speed to insights. Expanded access also unlocks analytic funds, which can be leveraged for custom 84.51° insights projects.

## DIRECT CLIENT LEAD

Stratum Platinum subscribers work with a direct 84.51° client lead, focused on building partnerships through the relentless pursuit of customer-first outcomes.

## PREFERRED PRICING

Stratum Platinum subscribers receive preferred pricing for Custom Insights projects and select Loyalty Marketing activations such as LCMs & Themed Events.



84.51°

STRATUM