



84.51° STRATUM IS A BREAKTHROUGH ANALYTICS SOLUTION INTEGRATING 84.51° BEHAVIORAL INSIGHTS WITH 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
- 2 billion baskets analyzed across a variety of platforms including brick-and-mortar and digital

WHY 84.51° STRATUM?

84.51° Stratum provides the industry-leading insights 84.51° is known for, with technology that delivers insights at the touch of a button and 24x7, with:

 <p>TOTAL PORTFOLIO ACCESS</p> <p>Action at retail on data driven strategies for all brands across your entire portfolio along with a variety of product attributes</p>	 <p>DEEP CUSTOMER UNDERSTANDING</p> <p>Activate, leveraging the latest in 84.51° segmentations including behavioral loyalty across the store and multi-dimensional views of the customer</p>	 <p>TIMELY INSIGHTS</p> <p>Accelerate ability to respond with insight-led recommendations fueled by more timely customer insights</p>	 <p>4+ YEARS OF HISTORY</p> <p>Learn from past performance and identify what's next with 4 years of historical performance and customer behavior over time</p>	 <p>PARAMOUNT VISIBILITY</p> <p>Maximize impact of customer focused executions with greater visibility to transactions across the Kroger Enterprise, including Roundy's and Kroger digital platforms</p>
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“
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.
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– RODNEY MCMULLEN, CEO KROGER

ADVANCED CAPABILITY PACKAGES

84.51° Stratum Platinum offers premium access to our CPG partners, delivering our best-in-class insights with advanced capability packages across:

 <p>ASSORTMENT</p>	 <p>SUPPLY CHAIN</p>
 <p>PROMOTION</p>	 <p>NEW ITEM AND INNOVATION</p>

84.51° 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 84.51° 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 84.51° 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

84.51° 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

84.51° Stratum Platinum subscribers receive preferred pricing for Custom Insights projects and select Loyalty Marketing activations such as LCMs & Themed Events.