
How to Play Offense and Defense with Kroger Ads

By Russ Dieringer // December 22, 2022 //

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The one-two punch of strong offensive actions and defensive measures is necessary to win on Kroger.com.

This is only truer given the advent of retail media, which allows brands not on the physical shelf to compete with incumbent brands.

Join Russ Dieringer and guest presenter Bridget Marino from Tinuiti as she lays out a variety of offensive and defensive strategies brands can employ on Kroger using different ad types, promotions and coupons, and bidding and budget management recommendations.

Bridget will also discuss using Kroger PLAs to drive trade-up within core product lines, such as moving a shopper from buying a single can to a four pack.

Attendees will leave with a clear idea of the competitive realities of selling on Kroger.com and what's possible with retail media and other shopper activations.

This session is designed for intermediate to advanced eCommerce practitioners that have experience with Kroger.com.

All Signal, No Noise Format

- 20 minutes of prepared remarks
- 30 minutes of Q&A

[Recap & Replay Here](#)
