

# Welcome to Tagging with KPM Offsite!

The following guide should help us facilitate your tagging needs with your campaign manager. Please reference the below cheat sheet to find the specific tagging you're looking for.

## Quick Reference Guide

|                                   |    |
|-----------------------------------|----|
| General Tips & Overview .....     | 2  |
| Offsite Ad Server Tagging.....    | 3  |
| Offsite Verification Tagging..... | 4  |
| Other Accepted Offsite Tags.....  | 5  |
| Display, Native & Video.....      | 6  |
| Meta.....                         | 7  |
| Pinterest .....                   | 8  |
| Snapchat .....                    | 9  |
| Advanced TV .....                 | 10 |
| Direct Connect .....              | 11 |

# General Offsite Tagging Guidelines

## TAGGING TIPS

- **First Thing's First: KPM will send you bannerized URLs:** These will help you build out tags once structure is aligned on.
- **Ideal Structure: 1 Placement per Banner (Store Name):** KPM recommends that our clients build out one placement (impression + click tracker) per Kroger Banner and track all campaign activity under those placements. From there, KPM can provide additional data around ad size, creative version and audience performance.
- **Tag Tampering: Send Tags as is:** Don't edit or copy tags. Download these tags directly from your ad server and send them to us in that format.
- **Verification Access & Blueprints are essential prior to launch:** KPM values your brand's suitability parameters. In order to ensure our media is following your specific guidelines, we need access to your verification platform in order to optimize but also to ensure we are mirroring your preferences within our DSP. For example, granting us access to DV Pinnacle in addition to Blueprint PDFs will let us activate your settings quicker and from the start.

### ACCEPTED TAGS

- ✓ **Tracking Tags**  
< 200 1x1s | < 50 Click
- ✓ **Verification Tags:** Monitoring or Blocking (based on channel)
- ✓ **3<sup>rd</sup> party measurement** studies like Millward Brown
- ✗ **3<sup>rd</sup> Party creative** serving tags
- ✗ **Onsite products** (email, push, PromotelQ, etc.)

# Offsite Ad Server Tagging

For the following ad server workflows, KPM can accommodate a combination of tag granularities, but the maximum accepted click trackers are dependent on channel. **Please refer to channel-specific guides for those caps.** Note that we do not accept 3<sup>rd</sup> party creative ad tags.

|                                    | Display & Native | Online Video | Pinterest | Meta | Snapchat | Advanced TV | Pandora | Meredith |
|------------------------------------|------------------|--------------|-----------|------|----------|-------------|---------|----------|
| GOOGLE CAMPAIGN MANAGER<br>AKA DCM |                  |              |           |      |          |             |         |          |
| FLASHTALKING                       |                  |              |           |      |          |             |         |          |
| INNOVID                            |                  |              |           |      |          |             |         |          |
| EXTREME REACH                      |                  |              |           |      |          |             |         |          |

|  |               |  |                        |  |                   |
|--|---------------|--|------------------------|--|-------------------|
|  | Click Tracker |  | 1x1 Impression Tracker |  | Tags Not Accepted |
|--|---------------|--|------------------------|--|-------------------|

# Offsite Verification Tagging

Please reach out to KPM if your verification partner is not included below. We will set up time to talk through work arounds and scoping an additional vendor. Please ensure tags stay under 200 event tags, including ad server impression pixels. KPM values your brand's suitability parameters. In order to ensure our media is following your specific guidelines, we need access to your verification platform in order to optimize but also to ensure we are mirroring your preferences within our platforms. For example, granting us access to DV Pinnacle in addition to Blueprint PDFs let us active your settings quicker and from the start.

|              | Display & Native | Online Video | Pinterest | Meta | Snapchat | Advanced TV  | Pandora | Meredith |
|--------------|------------------|--------------|-----------|------|----------|--|---------|----------|
| MOAT         |                  |              |           |      |          | Work directly with your ATV buying rep for their tagging guide for what they accept and not. |         |          |
| DoubleVerify |                  |              |           |      |          |  |         |          |
| IAS          |                  |              |           |      |          |  |         |          |

Accepted
 Tag-less Integration
 Tags Not Accepted

# Other Accepted Offsite Tags

Currently KPM does not accept tags from third parties other than those specific tags listed below. KPM does not accept any other Nielsen tags outside of DAR. Please keep event tags fewer than 200, including verification and ad server impression pixels.

|                                 | Display & Native | Online Video | Pinterest | Meta | Snapchat | Advanced TV | Pandora | Meredith |
|---------------------------------|------------------|--------------|-----------|------|----------|-------------|---------|----------|
| Millward Brown Brand Lift Study | ✓                | ✓            | —         | —    | ✗        | ✗           | ✗       | ✗        |
| Nielsen DAR                     | ✓                | ✓            | ✗         | ✓    | ✓        | ✓           | ✗       | ✗        |

|  |          |  |                      |  |                   |
|--|----------|--|----------------------|--|-------------------|
|  | Accepted |  | Tag-less Integration |  | Tags Not Accepted |
|--|----------|--|----------------------|--|-------------------|



# Display, Native & Video

| AD SERVING | Accepted Partners             | Accepted Tag Types   | Steps to Activate   |
|------------|-------------------------------|--|---|
| AD SERVING | Google Campaign Manager (DCM) | <b>Click &amp; Impression 1x1 Trackers</b><br>Up to 50 Click Trackers<br>Up to 200 Impression Trackers | <ol style="list-style-type: none"> <li>1. KPM will send bannerized URLs.</li> <li>2. Advertiser will build their tags within approved ad server partners. Flashtalking &amp; Extreme Reach tags should use KPM as the site/publisher in tag setup.</li> <li>3. Advertiser will give MAT_DL@8451.com read only access to their ad server for pacing.</li> <li>4. Advertiser sends tags to KPM</li> <li>5. KPM QAs, appends tags, and launches campaign.</li> <li>6. Advertiser notifies KPM if data isn't flowing after 72 hrs.</li> </ol> |
|            | Flashtalking                  |  |   |
|            | Innovid                       |  |   |
|            | Extreme Reach                 |  |   |

| OTHER | Accepted Partners     | Steps to Activate   |
|-------|-----------------------|---|
| OTHER | Kantar Millward Brown | <ol style="list-style-type: none"> <li>1. Advertiser to send tags to KPM 10 days prior to activation</li> <li>2. KPM to QA tags and append to campaigns.</li> <li>3. Advertiser notifies KPM if data isn't flowing after 72 hrs.</li> </ol> |
|       | Nielsen DAR           |   |

### Quick Channel FAQs:

- **Click Tracker Limit:** 50; 11 of those 50 must be by banner as each location has a different URL.
- **Blocking & Monitoring:** VerificationTags Accepted
- **Multi-Supplier Campaigns:** Impression 1x1s only (unable to apply multiple client click trackers to a single placement.)
- **DoubleVerify Access:** Advertisers can avoid verification fees if utilizing KPM DoubleVerify reporting.
- **Brand Safety:** Please provide DV Blueprints or IAS Partner Notification, exclusion lists, inclusion lists, negative keyword lists with detailed application instructions with your verification tags. This will help mitigate brand suitability incidents during the campaign.

| VERIFICATION | Accepted Partners | Steps to Activate (Monitoring)<br>10 Days Prior to Launch  | Steps for Activating (Blocking)<br>12 Days Prior to Launch   |
|--------------|-------------------|--|--|
|              | MOAT              | <b>Accessing KPM DV Data</b> <ol style="list-style-type: none"> <li>1. KPM will traffic campaigns with standard DoubleVerify tags.</li> <li>2. Advertiser will provide contact information to KPM to receive auto-reports via email on the preferred cadence with DoubleVerify reporting.</li> </ol>   | <ol style="list-style-type: none"> <li>1. KPM to send advertiser URLs</li> <li>2. Advertiser to create tracking tags and send to their campaign manager</li> <li>3. KPM to ingest advertiser tags into our ad serving tags.</li> <li>4. KPM to download ad serving tags and send to advertiser.</li> <li>5. Advertiser to wrap KPM ad serving tags with verification tags</li> <li>6. Advertiser to send wrapped tags back to KPM to implement</li> <li>7. Advertiser to notify KPM if data isn't flowing after 72 hours.</li> </ol> |
|              | DoubleVerify      | <b>Universal Account Pixel</b> <ol style="list-style-type: none"> <li>1. Advertiser will build and provide universal account pixel from list of approved partners. Advertiser to grant access to campaign dashboard, blueprints, or set up recurring automated reporting to MAT_DL@8451.com.</li> <li>2. KPM QAs, appends tags, and sends placement mapping report.</li> <li>3. Advertiser to send reporting /grant dashboard access to KPM.</li> <li>4. Supplier/advertiser to send reporting or grant dashboard access to KPM for ongoing monitoring &amp; optimizations (email address: MAT_DL@8451.com)</li> </ol> <b>Monitoring Tags</b> <ol style="list-style-type: none"> <li>1. Advertiser will build and provide their monitoring tags. Advertiser to grant access to campaign dashboard or set up recurring automated reporting to MAT_DL@8451.com. Note: DoubleVerify Blueprint or IAS Partner Notification should be provided for us to mirror verification framework.</li> <li>2. KPM QAs, appends tags, and launches campaign.</li> <li>3. Supplier/advertiser to send reporting or grant dashboard access to KPM</li> <li>4. Advertiser notifies KPM if data isn't flowing after 72 hrs.</li> </ol> |  |
|              | IAS               | <b>Video Monitoring Tags</b> <ol style="list-style-type: none"> <li>1. Follow steps 1-4 under Monitoring Tags above.</li> <li>2. Please ensure IAS tags are created using a video tracking solution.</li> <li>3. It is standard for IAS and DV monitoring tags to not track viewability. Please work directly back with your verification partner on a solution if viewability is a requirement. KPM can provide viewability reporting through our partnership DoubleVerify upon request.</li> </ol>   |  |

# Meta

| AD SERVING | Accepted Partners             | Accepted Tag Type(s)   | Steps to Activate  |
|------------|-------------------------------|--|--|
|            | Google Campaign Manager (DCM) | Click Trackers Only<br>Please limit to 1 per banner & audience.      | <ol style="list-style-type: none"> <li>1. KPM to send bannerized URLs.</li> <li>2. Advertiser will build their tags within approved ad server partners. Flashtalking tags should use KPM as the site/publisher in tag setup. Recommended to send 1 click tracker per Kroger banner.</li> <li>3. Advertiser will send ad server tags to KPM.</li> <li>4. KPM QAs, appends tags, and launches campaign.</li> <li>5. Advertiser notifies KPM if data isn't flowing after 72 hrs.</li> </ol> |
|            | Flashtalking                  |  |  |
|            | Innovid                       | Impression Trackers Only<br>Please limit to 1 per banner & audience. |  |

| OTHER | Accepted Partners     | Steps to Activate   |
|-------|-----------------------|---|
|       | Nielsen DAR           | <ol style="list-style-type: none"> <li>1. Advertiser to send tags to KPM 10 days prior to activation</li> <li>2. KPM to QA tags and append to campaigns.</li> </ol>             |
|       | Kantar Millward Brown | <ol style="list-style-type: none"> <li>1. Advertiser to indicate interest in activating</li> <li>2. KPM will work with advertiser for tag-less campaign integration.</li> </ol> |

| VERIFICATION | Accepted Partners                      | Steps to Activate   |
|--------------|--|---|
|              | DoubleVerify<br>(Tag-less Integration) | <ol style="list-style-type: none"> <li>1. Advertiser will provide contact information to KPM to access DV auto-reports for their campaign.</li> </ol> |

### Quick Channel FAQs:

- **Click Trackers Only:** Facebook currently does not allow for impression trackers to be provided on custom audiences.
- **KPM Campaign Structure:** If you'd like to align your click trackers to campaign structure, we break out ad sets out by banner location and audience.
- **Multi-Supplier:** Tags are not accepted for multi-supplier campaigns due to limitations with implementation technology. Please reach out to KPM for more info.
- **Timing:** Please provide tags 10 days prior to campaign launch for QA.
- **Kantar Millward Brown Study:** In order to activate, funding needs to be above \$170k.
- **1 Tag per unit:** you are only able to provide 1 type of tag per ad. For example, one single campaign Facebook cannot implement a Nielsen DAR tag and a Millward Brown Tag.
- **Client Tag-Less integrations:** We are not able to provide campaign IDs based on our account setup to be tracked in client's instances of MOAT or DV.

# Pinterest

| AD SERVING | Accepted Partners             | Accepted Tag Type(s)  | Steps to Activate  |
|------------|-------------------------------|---|--|
|            | Google Campaign Manager (DCM) | Click & Impression Trackers<br>Please limit to 1 per banner & audience. | <ol style="list-style-type: none"> <li>1. KPM to send bannerized URLs.</li> <li>2. Advertiser will build their tags within approved ad server partners. Flashtalking tags should use KPM as the site/publisher in tag setup. Recommended to send 1 click tracker per Kroger banner.</li> <li>3. Advertiser will send ad server tags to KPM.</li> <li>4. KPM QAs, appends tags, and launches campaign.</li> <li>5. Advertiser notifies KPM if data isn't flowing after 72 hrs.</li> </ol> |
|            | Flashtalking                  |   |  |

| OTHER | Accepted Partners                            | Steps to Activate  |
|-------|--|--|
|       | Kantar Millward Brown (Tag-less Integration) | <ol style="list-style-type: none"> <li>1. Client to indicate interest to their KPM account team in activating.</li> <li>2. KPM will work with Client for tag-less campaign integration.</li> </ol> |

| VERIFICATION | Accepted Partners                   | Steps to Activate   |
|--------------|-------------------------------------|---|
|              | DoubleVerify (Tag-less Integration) | <ol style="list-style-type: none"> <li>1. Advertiser will provide contact information to KPM to access DV auto-reports for their campaign.</li> </ol> |

### Quick Channel FAQs:

- **KPM Campaign Structure:** If you'd like to align your click trackers to campaign structure, we break out ad sets out by banner location and audience.
- **Multi-Supplier:** Impression 1x1s only (unable to apply multiple client click trackers to a single placement.)
- **Timing:** Please provide tags 10 days prior to campaign launch for QA.
- **Kantar Millward Brown Study:** In order to activate, funding needs to be above ~\$250k. Please connect with our Account Manager to discuss pricing more.



# Snapchat

| AD SERVING   | Accepted Partners                   | Accepted Tag Type(s)  | Steps to Activate |
|--------------|-------------------------------------|---|-------------------|
|              | Google Campaign Manager (DCM)       | Click & Impression Trackers<br><small>Please limit to 1 per banner &amp; audience.</small>          |                   |
| OTHER        | Accepted Partners                   | Steps to Activate   |                   |
|              | Nielsen DAR                         | Please reach out to your KPM contact to confirm available offerings.                                |                   |
| VERIFICATION | Accepted Partners                   | Steps to Activate   |                   |
|              | DoubleVerify (Tag-less Integration) | 1. Advertiser will provide contact information to KPM to access DV auto-reports for their campaign. |                   |

### Quick Channel FAQs:

- **KPM Campaign Structure:** If you'd like to align your click trackers to campaign structure, we break out ad sets out by banner location and audience.
- **Multi-Supplier:** Impression 1x1s only (unable to apply multiple client click trackers to a single placement.)
- **Timing:** Please provide tags 10 days prior to campaign launch for QA.

# Advanced TV

| AD SERVING | Accepted Partners             | Accepted Tag Type(s)                                   | Steps to Activate  |
|------------|-------------------------------|--|--|
|            | Google Campaign Manager (DCM) | Click & Impression Trackers<br>Up to 50 click trackers | <ol style="list-style-type: none"> <li>1. KPM will send bannerized URLs.</li> <li>2. Advertiser will build their tags within approved ad server partners. Flashtalking &amp; Extreme Reach tags should use KPM as the site/publisher in tag setup. Ensure that your brief uses “Roku + KPM” and not one or the other.</li> <li>3. Advertiser sends KPM tags</li> <li>4. Roku will QA and implement tags</li> <li>5. Advertiser notifies KPM if data isn’t flowing after 72 hrs who will work with Roku to troubleshoot.</li> </ol> |
|            | Flashtalking                  |  |  |
|            | Extreme Reach                 |  |  |
|            | Innovid                       |  |  |

## Quick Channel FAQs:

- **KPM doesn’t build within Roku.** The advertiser can work directly with Roku on tags and specs. KPM does have some data privacy restrictions forbidding the use of certain ad serving tags.
- **Roku + KPM:** This is already loaded into Flashtalking as a selectable site so no custom adds are needed.

| OTHER | Accepted Partners | Steps to Activate   |
|-------|-------------------|---|
|       | Nielsen DAR       | <ol style="list-style-type: none"> <li>1. Advertiser to send tags to Roku 10 days prior to activation</li> <li>2. Roku to QA tags and append to campaigns.</li> </ol> |

| VERIFICATION | Accepted Partners | Steps to Activate  |
|--------------|-------------------|--|
|              | MOAT              | Because KPM doesn’t manage the build directly, please work with the provided KPM rep upon kickoff to understand verification restrictions and specs. |
|              | IAS               |  |
|              | DoubleVerify      |  |

# Self Service: Direct Connect

| AD SERVING | Partner                       | Accepted (y/n) | Notes   |
|------------|-------------------------------|----------------|---|
|            | Google Campaign Manager (DCM) | ✓              | 3 <sup>rd</sup> party ad serving tags and/or click trackers accepted. Type of tag utilized is up to the trafficker. |
|            | Innovid                       | ✓              |   |
|            | Extreme Reach                 | ✓              |   |
|            | Flashtalking                  | ✓              |   |

### Quick Channel FAQs:

- KPM does not need to review or approve tags within the accepted partner list for use with Direct Connect.
- **DMP Tags & Pixels:** KPM does not allow the use of any DMP tags on Direct Connect. We reserve the right to audit if we have proof that these are being used on KPM media without approval.

### Other Tagging Partners:

Approval of using other providers will be in KPM's sole and absolute discretion.

| Nielsen DAR | Millward Brown | MOAT | IAS | DoubleVerify | Grapeshot | Placed | Data+Math |
|-------------|----------------|------|-----|--------------|-----------|--------|-----------|
| ✓           | ✓              | ✓    | ✓   | ✓            | ✓         | ✓      | ✓         |