Building Smarter 2026 Retail Media Plans for Kroger, Target, and Instacart

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RETAIL MEDIA SHARE GROUPS

CONNECT WITH SMART RETAIL MEDIA PRACTITIONERS

Details

Join non-competing peers from other consumer brands for off-the-record conversations on your most pertinent retail media questions and challenges

Complete This Form

https://www.surveymonkey.com/r/RQXT72V

Have Questions?

Email
claire@stratably.com

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HOUSEKEEPING

Ask Your Questions

Use the Q&A box in GoToWebinar

Webinar Replay

Replay will be sent out this afternoon
Membership Interest? russ@stratably.com

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LOVE GROWTH. HATE WASTE.

BRILLIANT HUMANS, POWERFUL TECHNOLOGY.

BRINGING TOGETHER MEDIA + MEASUREMENT

MEDIA: FULL-FUNNEL SERVICE OFFERING

COMMERCE	Amazon • Commerce Media • Commerce Operations
TV & AUDIO	Streaming • Linear TV • Online Video • Audio • Display & OOH
SOCIAL	Meta • TikTok • Snapchat • Pinterest • Reddit • LinkedIn
SEARCH	Paid Search • Shoppable Media • AI SEO
+MORE	Creative • Influencer • Email & SMS • CRO • Affiliate

MEASUREMENT: OUR PROPRIETARY TECH

blisspoint by tinuiti

FORRESTER WAVE STRONG PERFORMER 2024 Media Management Services

Tinuiti Scores **Highest Possible** in Media Planning, Measurement and Attribution Criteria

RAPID MEDIA MIX MODELING	CREATIVE INSIGHTS
ALWAYS-ON INCREMENTALITY	GEO MMM
BRAND EQUITY MODELING	FORECASTING

MOVE FAST, STAY AHEAD

- **First-of-its-kind** NBCUniversal partnership
- **First** indie agency official TikTok partner
- **First-ever** Apple Search Ads certified partner
- **First** indie agency to be official Reddit marketing partner
- **Biggest** indie agency across Amazon, Google, Meta & Streaming TV
- **Biggest** independent buyer of streaming TV
- **Only** indie agency to win Microsoft Global Agency Partner of the Year
- **Only** Amazon OTT measurement partner

LARGEST INDEPENDENT FULL-FUNNEL AGENCY

TRUSTED BY:

appfolio • AWAY • Blueair • BOMBAS • Culligan • DSW • elf • eos • HONEST • OLLY • poppi • SAMSUNG • Seventh Generation • SONY • TOMS • TONY'S CHOCOLONELY • TRUGREEN

1000+ PROUD EMPLOYEE OWNERS — $4B MEDIA MANAGED — #1 AWARD-WINNING CULTURE OF OWNERSHIP

The next tier

TARGET

- 1,989 locations
- City Target is now just Target
- Shipt
- Red Card / Circle 360
- Private label
- All 50 states
- Online SNAP/EBT accepted
- Ages 18-24 and women 35-44
- 23x purchasing frequence
- $104 billion - 2025 sales

KROGER

- 2,700 locations
- 24 different banners
- Instacart for delivery
- Kroger Boost
- Private label
- 35 states
- Online SNAP/EBT accepted
- Women; ages 61-79, 44-60
- 49x purchasing frequence
- $135 billion - 2025 sales

INSTACART

- 1,500 retailers, 85,000 stores
- Tech platform for Uber Eats, Thrive, The Fresh Market
- Instacart+
- Caper Carts
- All 50 states
- Online SNAP/EBT accepted
- Women; ages 25-34
- $37 billion - 2025 sales

The Retail Media Maturity Curve

Full Funnels Required

Definition of Maturity & Full Funnel

Scalability - a wide enough array of offerings in key customer journey touchpoints, including onsite (beyond search, covering discovery and consideration), offsite (including social, search engines and programmatic display and audio), in store (able to tie online experiences or offers to physical retail via screens, paper or mobile app) and checkout (app, personalization, order and payment history, delivery/fulfillment methodology)

Leadership - who is leading the product roadmap for those retailers that are now also a media company? Selecting partners? Integrations? Innovation?

Data collection methodology - is it really closed loop or close enough? Where are the gaps or potential gaps? What can we learn about a customer segment that is unique to that retailer or shopping experience?

Category Strategy vs. Retailer Strategy

We all have retailer strategies (aka directive) - includes JBP/trade agreements, merchandising elements (offense, defense, expansion) how we look at challenger and private label brands and stack rank within our brand in terms of importance of growth, scale and margin.

The category strategy - should look more holistically across the category and work it into the retailer strategy. The question I have been getting recently is about avoiding overlap. I don't like that question - overlap is a part of life. You can't control where a shopper buys to that level, but you can find a point of diminishing returns for the category for that retailer based on your assortment volume. That's where you cross-check your investment vs. the opportunity. This going to be exacerbated by the introduction of agentic commerce, where shoppers will be presented with options based on value, price, reviews, location and availability - where one retailer can "lose" to another without anyone even visiting the site or store.

Full Funnel comparisons - onsite

	PRODUCT SEARCH	BRAND	VIDEO	BANNER
INSTACART	✓ *self-service*	✓	✓	✓
KROGER	✓ *self-service (Koddi)*		✓	✓
TARGET	✓ *self-service (Criteo)*			✓ *managed*

Full Funnel comparisons – offsite

	GOOGLE (TEXT/PLA)	META	DSP
INSTACART	Managed	Managed	TTD
KROGER	n/a	Direct Connect	TTD; Yahoo
TARGET	Managed	Managed	Agnostic

CPM bonanza – onsite display

	RECOMMENDED INVESTMENT (*run at least 2 months*)	AVG CPM *	AUCTION TYPE
INSTACART	Total - $20k/month *Display - $10k* *Video - $10k*	$33	First-price
KROGER	Display - $10k/month	$28	Second-price
TARGET (only managed)	To unlock Managed opportunities, a brand must commit to spending $500k/Target’s fiscal yr. (Feb.-Jan.) across Target advertising tactics. Once this is unlocked, $75k is the minimum spend per campaign (over 6-8 wks).		Second-price

*Tinuiti Avg CPM - floor bids are different

Everyone’s selling 1P data…. but

- We’re still missing some fundamentals in onsite display and search across Target and Kroger, specifically
- Still very important to capture existing demand and max it out
- Metrics aren’t consistently available that should be like NTB, share of category/shelf in platform
- Managed and self-managed initiatives still under and overlap - creating time crunches and difficulty to activate in both proactive and reactive manners
- Leadership changes have caused perceived delays vs. other RMNs
- Offsite (endemic and non) offerings are still very new in a lot of ways, particularly measurement
- Technology stack changes (Target and Kroger) are for the better…mostly

Target

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Half-Funnel Target

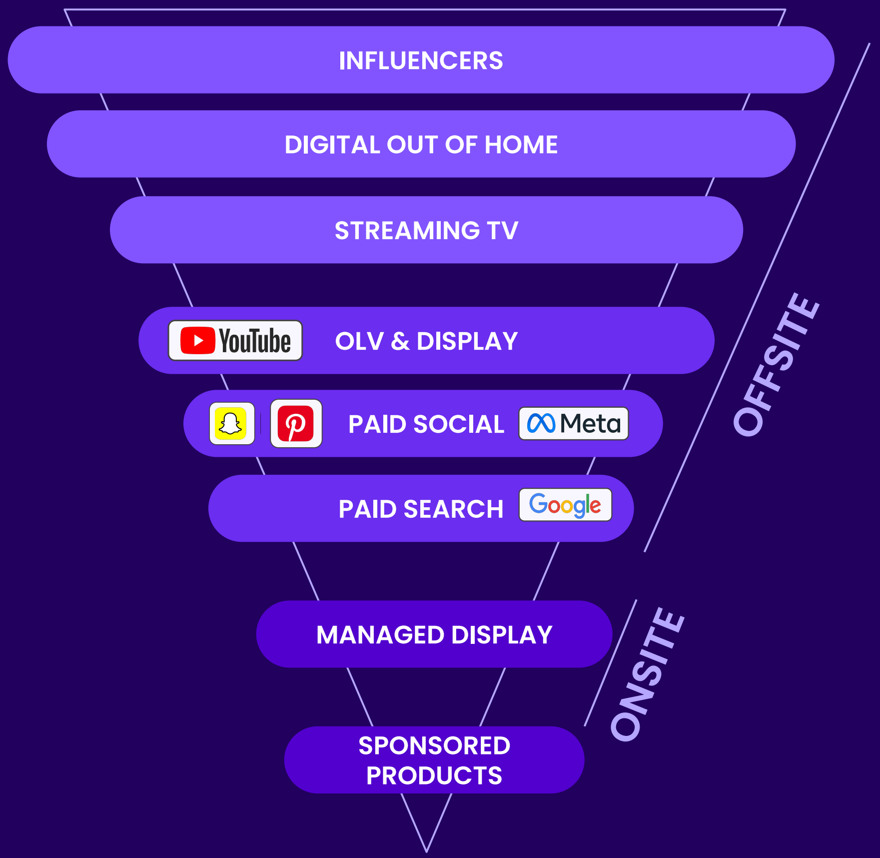
Target's diverse product categories generate rich first-party data from over **165 million unique shoppers**, with **90% buying from at least four different categories each year.**

OFFSITE

Along with a wide range of external partners such as YouTube, Snapchat, Google, and more, Target also benefits from a robust influencer network and digital out-of-home offering, giving them a unique edge in their ability to reach consumers beyond the store.

ONSITE

With over $19B in ecommerce sales, Target's onsite capabilities include managed service display and self-serve search through Roundel's Target Product Ads. These search ads appear across product pages, search results, and category pages on Target.com and the app, reaching high-intent shoppers with precision using first-party data.



Target for 2026

ASK QUESTIONS

- Foot traffic in store continues to decline
- Vendor income counting
- Roundel investment increases
- Master Your Media Event - 11/5
- In store service hubs

LEAN IN

- eCommerce is growing, despite foot traffic drop
- Mobile app/Target 360 growth
    - Wishlist builder
- RMS - Roundel Media Studio for sponsored products performance
- Retailer moments (it's Circle Week right now!)
- Digital accrual rates

Target RMS

Since moving from Criteo:

- Stronger results in ROAS compared to other retailers
- Added inventory on Oct. 2nd - adding slot #3 (search and category pages)
- Billing and support consolidation with Roundel (not Criteo)
- Precision Plus - basically PMax for offsite but managed service

Same-day delivery via Target Circle 360 grew over **+25%** with continued growth in Drive Up as well. Digital penetration reached **18.9%** in the quarter, **up 100 basis points** from a year ago.

Roundel again **grew at a double-digit rate** and remains a high-priority for Target. Brands will be expected to support growth here, but should calibrate investments relative to sales growth and maintain discipline on return expectations given relatively slower eCommerce growth compared to peers.

Stratably, July ‘25

Kroger

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Full-Funnel Kroger

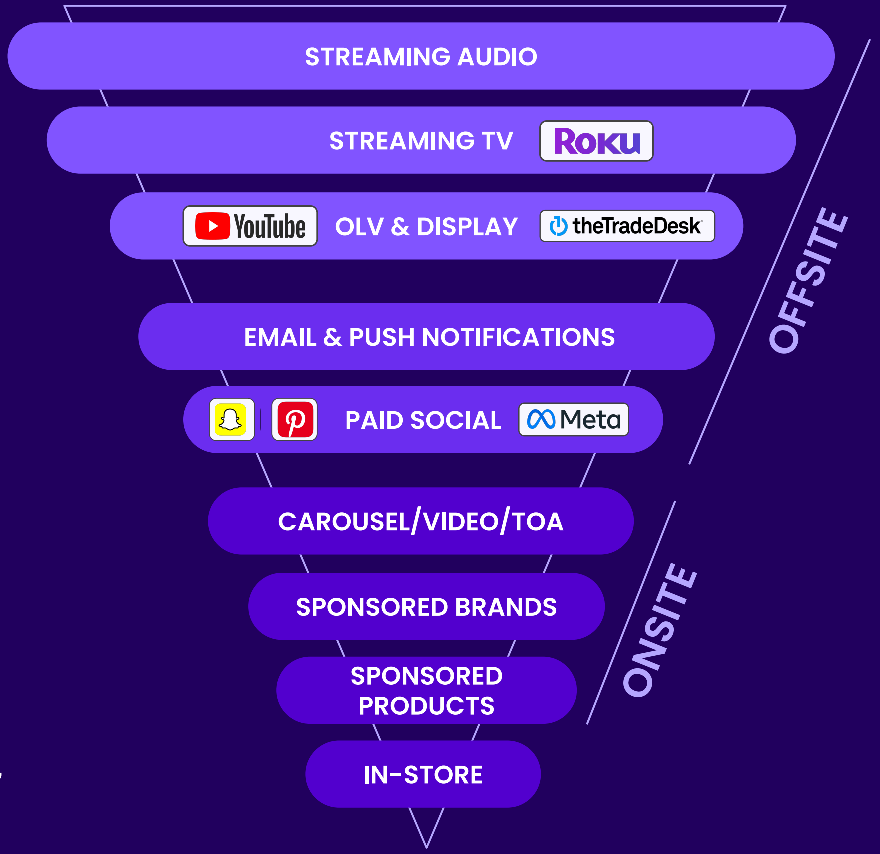
Kroger, one of the largest U.S. grocery retailers with nearly 2,800 stores and loyalty data from 60M+ households, delivers powerful purchase-based audience segments. With $150B+ in sales, Kroger Precision Marketing offers brands a full-funnel solution to reach shoppers across the purchase journey.

OFFSITE

While Kroger offers standard offsite activations like CTV, display, and audio, it also provides unique email and push notification tactics—leveraging its loyal customer base to deliver targeted Single-Subject Emails and timely app push alerts that drive shoppers directly to your brand or offer.

ONSITE

With $203B in ecommerce sales in 2024, Kroger combines onsite search, display, and brand activations like targeted coupons and premium placements to help brands drive discovery, engagement, and conversion where shoppers shop.



Kroger for 2026

ASK QUESTIONS

- Paper coupons reintroduced, but also highly targeted
- In Store opportunities
- Video - it's brand new - ask how much
- Naming translations
- NTB - where is it?
- Speed to insights
- We need brand pages or experiences that stick

LEAN IN

- Onsite self-service capabilities
- Meta Direct Connect (Liveramp)
- Promoted Product Carousels
- Kroger Boost
- Programmatic audio
- HH reports for onsite display (might have to wait though)

Kroger onsite ad types

- PLA - Promoted Listing Ads - always on
- aTOA and TOA - TOA is not a favorite, but PLAs find ceilings quickly so necessary, but not nearly as performant. aTOA aren't much better.
- Promoted Product Carousels - but needs targeting improvement - less branded and better page placement. (Sponsored brands would be better, but it's this for now.)

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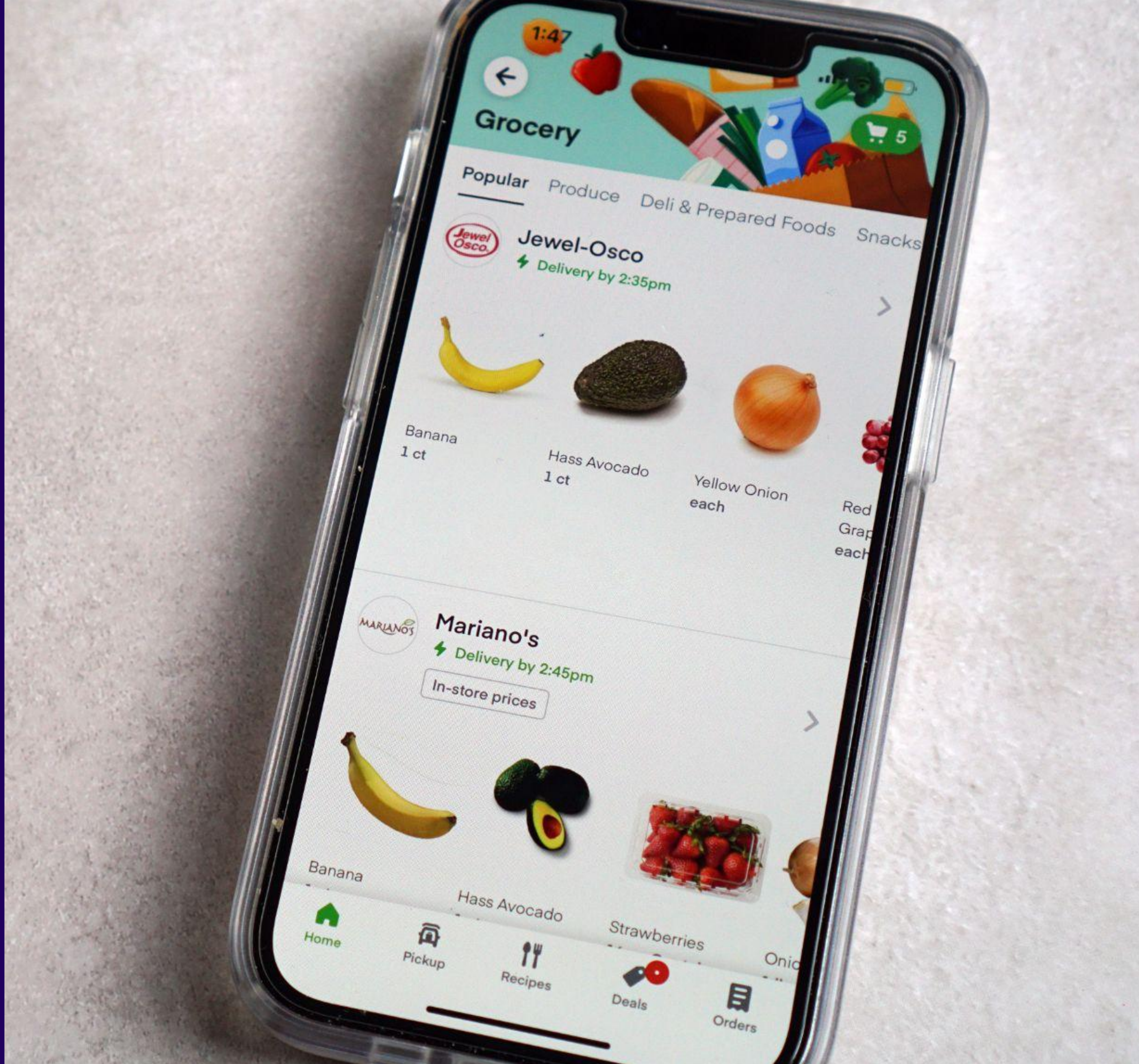
Kroger has highlighted that it's **relatively insulated from tariff impacts**, meaning its financial performance is less exposed to cost or retail price volatility that could otherwise create growth and profitability headwinds.

Delivery sales surpassed pickup for the first time in Q2, with **97%** of stores now capable of 2-hour delivery.

Stratably, Sept. 2025

Instacart



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Full-Funnel Instacart

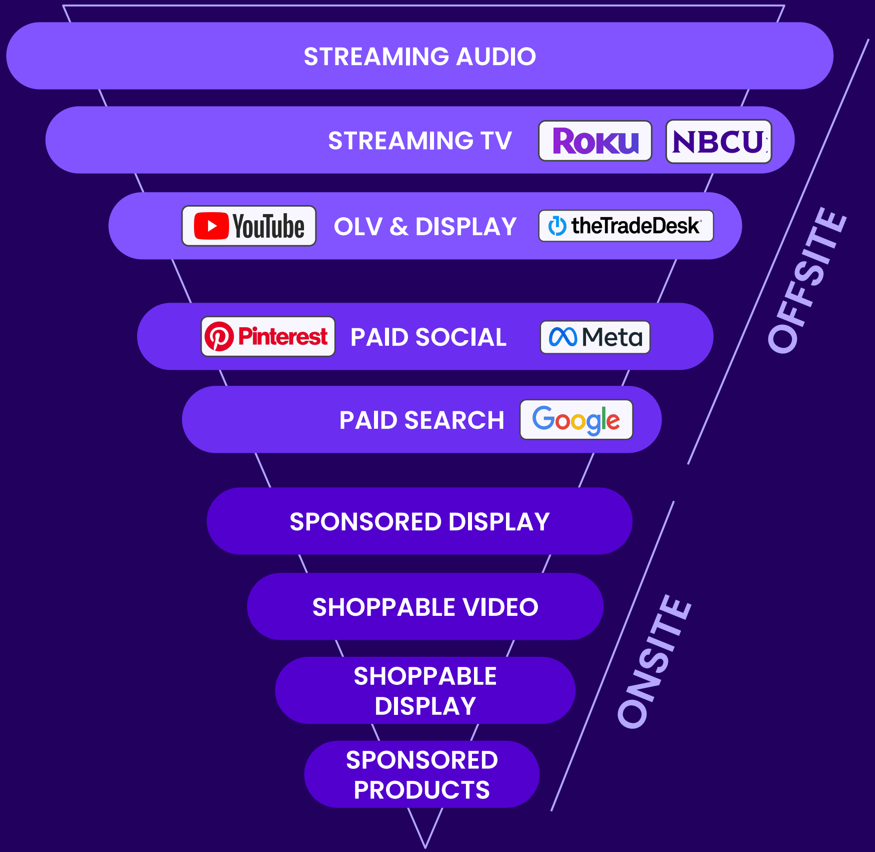
With over **600K active shoppers** and **$32B in grocery sales** in 2024, Instacart delivers powerful, purchase-based audience segments that help brands reach consumers wherever they're engaging - offering a full funnel solution.

OFFSITE

With major partnerships like YouTube, Meta, Google (and more), Instacart enables brands to reach consumers at scale across the open web — minimizing wasted spend by targeting core audiences with Instacart's purchase-based data.

ONSITE

Advertising directly on Instacart lets brands reach high-intent consumers with precision while they shop — turning intent into conversion at the point of purchase. From display banners to shoppable ads and search, onsite media helps drive sales, protect share of voice, retain customers and defend against competitors taking over these onsite placements.



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Instacart for 2026

ASK QUESTIONS

- CPMs on display (on or offsite)
- Managed services vs. self-service
- Incrementality
- Moments/event based packages
- JBPs - what's included and when those are re-visited or timing of what is in included
- Alphas, Betas - always
- OpenAI Operator partnership

LEAN IN

- Robust 1st party data collection
- TTD integration - July 2025
- Google/Meta for those driving to DTC currently
- GenZ moments - they have many
- Budget cuts - don't
- Non-Endemic 1P data buys
- Sponsored Products still king

Instacart Data

- Robust 1st party data collection
  - Including current and new partnerships, like Samsung and United Airlines Kinectiv
  - Uber Eats - restaurant delivery
  - Costco backdoor
  - TikTok
- Open AI Operator partnership - repeat purchasing power will come standard
- Fully digital - payment, geography, order info, frequency

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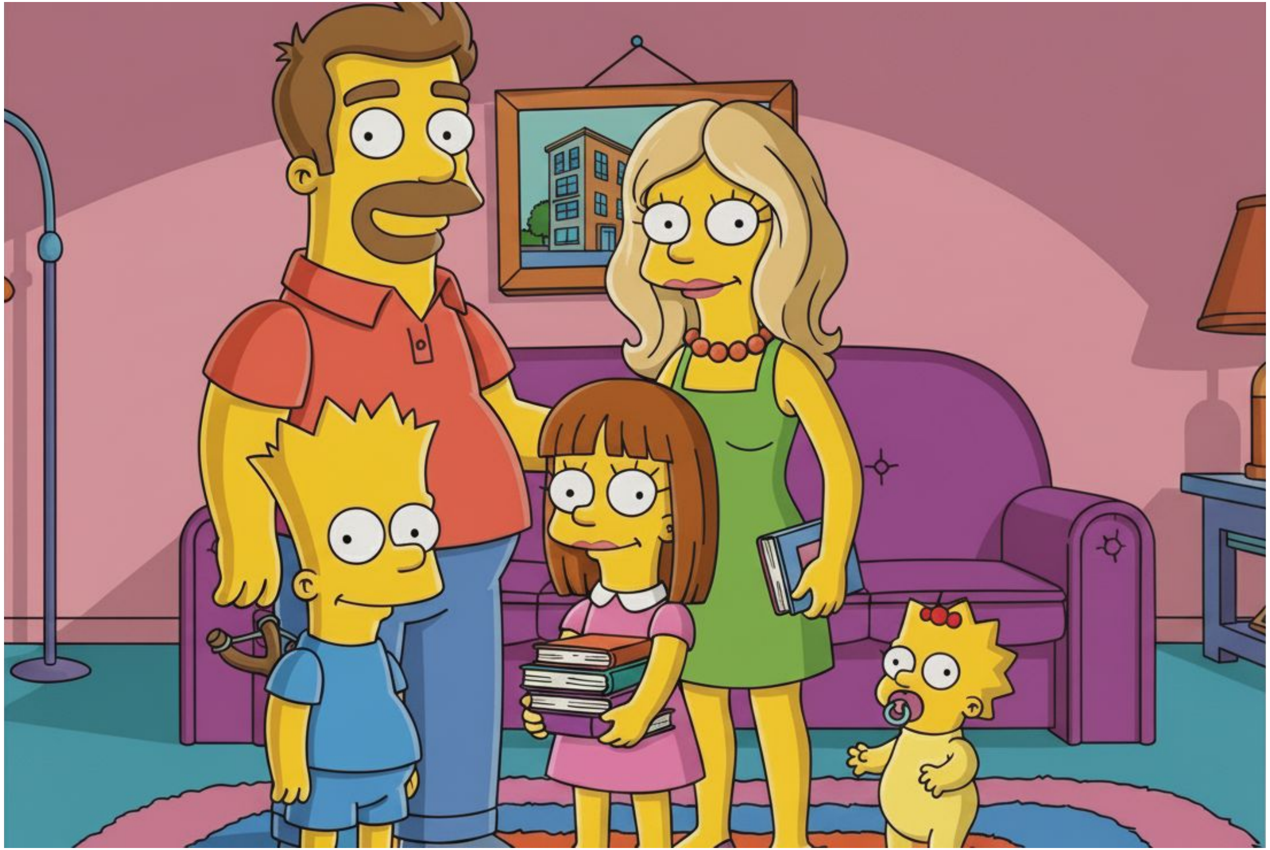
That said, Instacart is finding **traction with high-growth and emerging brands** that are less tied to wholesale–retailer relationships and more focused on performance and market share gains.

Instacart's offsite offerings appear best suited for test-and-learn budgets from brands already well-invested in paid search.

Stratably, Q2 2025

The same, but different



My advice as a buyer of RMN

- It can’t always be incremental budget
- Match credits help a lot
- Don’t charge for something in pilot or alpha out of the gate and if you do, it had better be worth the price paid
- Vendor income, trade agreements and merchants still have a grip - but your quest to be a media company AND a retailer, changes the game.
- Don’t assume brands and agencies fully know the ins/outs of your loyalty programs, credit cards or data collection methodologies (refresh rate, what’s available)
- Do the math on your CPMs vs. others
- What separates and elevates you from others? (category or holistic)


What about AI?

Feature	Target	Instacart	Kroger	Walmart	Amazon
Program Name	Target Subscriptions / Repeat Delivery	Instacart+ (formerly Instacart Express)	Kroger Boost	Walmart+	Amazon Subscribe & Save / Amazon Prime
Focus	**Item-level auto-ship** (subscribe & save)	**Free delivery membership**	**Free delivery membership + fuel perks**	**Free delivery + store-wide perks**	**Item-level auto-ship** (Subscribe & Save) + Prime delivery
Recurring Item Deliveries	✅ Yes (every 2–12 weeks, with discounts)	⚠️ Limited — reorder past items, recurring scheduling only in some markets	⚠️ Limited — some auto-ship on non-perishables via Kroger Ship	⚠️ Limited — easy reorders, but no true auto-ship	✅ Yes (monthly schedules, bundled discounts up to 15%)
Delivery Benefits	Free shipping on subscriptions	Unlimited free delivery on $35+ orders	Free delivery in as little as 2 hours (with minimum)	Unlimited free delivery ($35+ orders)	Free 1–2 day (and sometimes same-day) shipping with Prime
Discounts & Extras	5% off subscription items (+ extra 5% with RedCard)	Reduced service fees, occasional partner deals	Double fuel points + exclusive deals	Fuel discounts, free Paramount+ streaming, mobile Scan & Go	Up to 15% off with bulk Subscribe & Save, streaming (Prime Video, Music, etc.), Prime-exclusive deals
Flexibility	Skip, pause, or cancel anytime	Cancel membership anytime	Cancel anytime; reorder tools available	Cancel anytime; applies to groceries + general items	Skip, pause, or cancel anytime
Best For	Stocking up on essentials (diapers, pet food, coffee, cleaning supplies)	Grocery delivery from **multiple local stores**	Frequent Kroger + fuel rewards shoppers	One-stop shop for **groceries + general retail delivery perks**	**Largest selection** of auto-ship essentials + broadest membership perks

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