

Omnichannel Land: Master the strategies from clicks to bricks



OBJECT OF THE GAME

Understand the online grocery shopper's path to purchase, also known as their clickstream journey.

DIRECTIONS

Hybrid shoppers follow a path of decision-making that relies heavily on search and can turn in many directions based on what they encounter. When building their online basket, they seek specific brands in certain categories, are more willing to accept substitutions in others, and tend to pivot in distinct directions after an unsuccessful search.

THE PLAYERS

Who are hybrid shoppers?

Hybrid shoppers have purchased both in-store and online compared to the in-store shopper, they are more likely to be:

HIGHER CONVENIENCE FOCUS
(HIGH CONVENIENCE 123i)

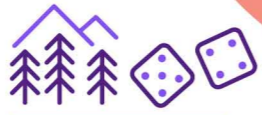
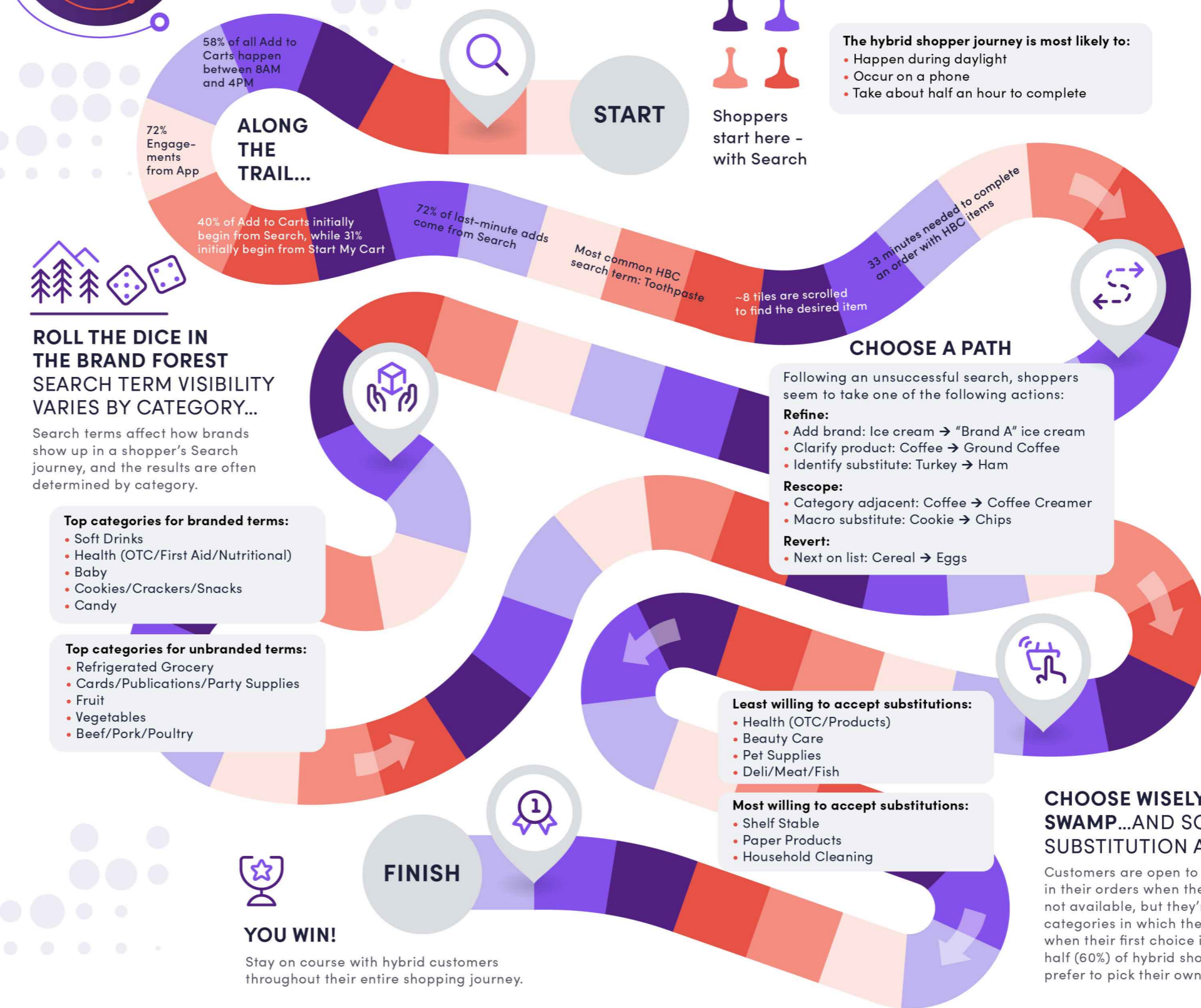
MILLENNIAL OR GEN Z
(MILLENNIAL 169i, GEN Z 123i)

MORE LIKELY TO HAVE KIDS
(HH W/ KIDS 148i)

ENGAGED WITH NATURAL & ORGANIC
(HIGH N&O ENGAGEMENT 130i)



THE CLICKSTREAM TRAIL

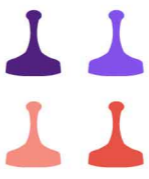


ROLL THE DICE IN THE BRAND FOREST SEARCH TERM VISIBILITY VARIES BY CATEGORY...

Search terms affect how brands show up in a shopper's Search journey, and the results are often determined by category.

- Top categories for branded terms:**
- Soft Drinks
 - Health (OTC/First Aid/Nutritional)
 - Baby
 - Cookies/Crackers/Snacks
 - Candy

- Top categories for unbranded terms:**
- Refrigerated Grocery
 - Cards/Publications/Party Supplies
 - Fruit
 - Vegetables
 - Beef/Pork/Poultry



The hybrid shopper journey is most likely to:

- Happen during daylight
- Occur on a phone
- Take about half an hour to complete

Sources: 1) 84.51° Stratum. Total Kroger Store. 52 weeks ending 2/3/2024. 104-week Continuous Panel. 2) 84.51° Real Time Insights Survey, February 2024. Base: n=400 who shopped Kroger online (pickup and/or delivery) and in-store in latest 52 weeks. 3) 84.51° Custom Insights - Clickstream Analysis; Total Kroger Enterprise, All Households. NOTE: Insights from 84.51° use aggregated data.