

Kroger Gains Super Marketing Ability with Workfront

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2,700 stores

420,000 employees

20+ banners

About our Marketing Operations journey:

- Started in 2018
- Workfront is the foundational element of transformation because bring the work together was required for scale
- Engaged Zee Jay to support process and tech deployment
- Started simple with intake processes to capture the work and now moving into the heart of personalization at scale with automations that create content on the fly using connections to vital pieces of the Martech stack.



SPECIALIZED
Adobe Workfront



Adobe Workfront
PARTNER OF THE YEAR
2019 - 2020

2x Workfront Partner of the Year

1 of 4 Specialized Partners Globally

100s Implementations

1000s Integrations

- Founded in 2017 to be premier marketing operations advisor to CMOs
- Starting in 2018, increasingly aligned with Workfront, and now Adobe
- Now, the go-to partner for marketing operations transformation



Kroger





 ZEEJAY DIGITAL



Sara Spille

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- Marketing Operations & Technology Manager
- Manage technology investments across the Martech portfolio.
- Over the course of 4 years the team has grown 166% and manages platforms across several areas from standard marketing operations with workflow management and creative optimization to media and data management across performance and lifecycle channels.
- Cincinnati, Ohio



Eric Rotkow

Erotkow@ZeeJayDigital.com

- Managing Director
- Agency and MarTech background
- Lead transformation and key client relationship
- Providence, Rhode Island





HIGH PERFORMING ORGANIZATIONS ARE ALREADY ON PACE TO ALIGN WX AND CX

Work Management Context WX in Grocery

Work Experience

60%

Enterprises digitizing work experience,
transforming employer/employee relationships

55%

Investment in work management is the #1 way
cited by marketing leaders to increase productivity

**AT SCALE, WORKERS ARE GRAVITATING TO WHERE THEY
HAVE THE TOOLS TO MAKE AN IMPACT ON THE CUSTOMER**

49%

U.S. workers are likely to leave
their job if technology is out-of-
date/hard-to-use

32%

U.S. workers who've left an employer
whose tech was a barrier to doing
good work

↑12% pts

The number of people who report
turning down a job because tech is
out of date/hard to use

↑10% pts

Number of workers who say doing their best
work was more important than pay

↑7% pts

Number of workers who applied for a job because
they hear a company's employees use great tech

85%

Improved work experience translates
to better business outcomes

THE OUTCOMES OF AN ALIGNED WX AND CX ARE CLEAR

30%

Costs trimmed by rewiring marketing for speed,
collaboration, and customer focus

15%

Growth achievable not by changing what marketing
does, but transforming how work is done



Intersection of workers and the technology that impacts consumer touch point

If WX is broken, so too is your CX

The Content Supply Chain, and How Workfront Enables It

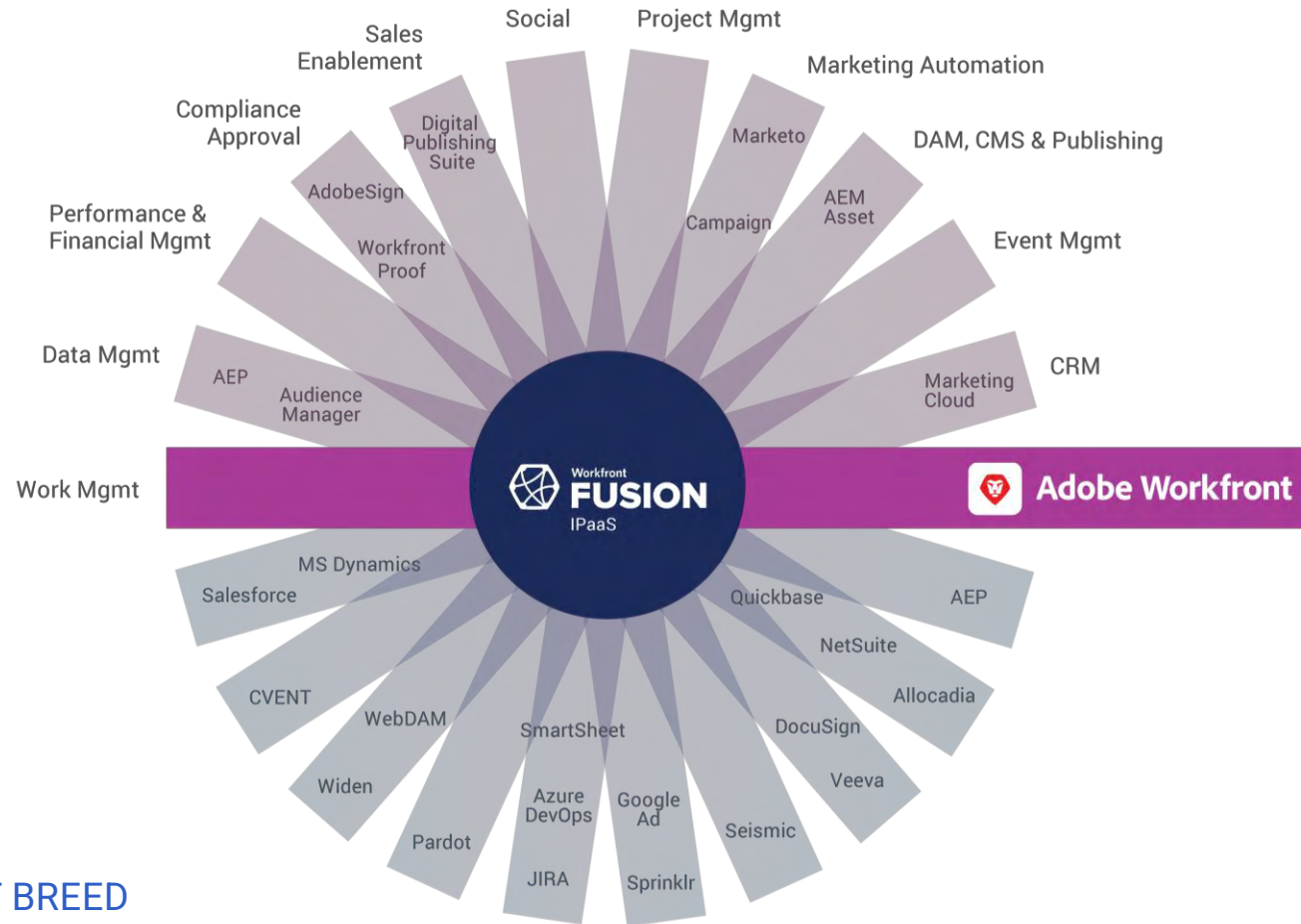


Common Baseline Use of Workfront



How we think about work management technology...

ADOBE PLATFORM



BEST OF BREED

Work management as the center of gravity, or chassis, for work.

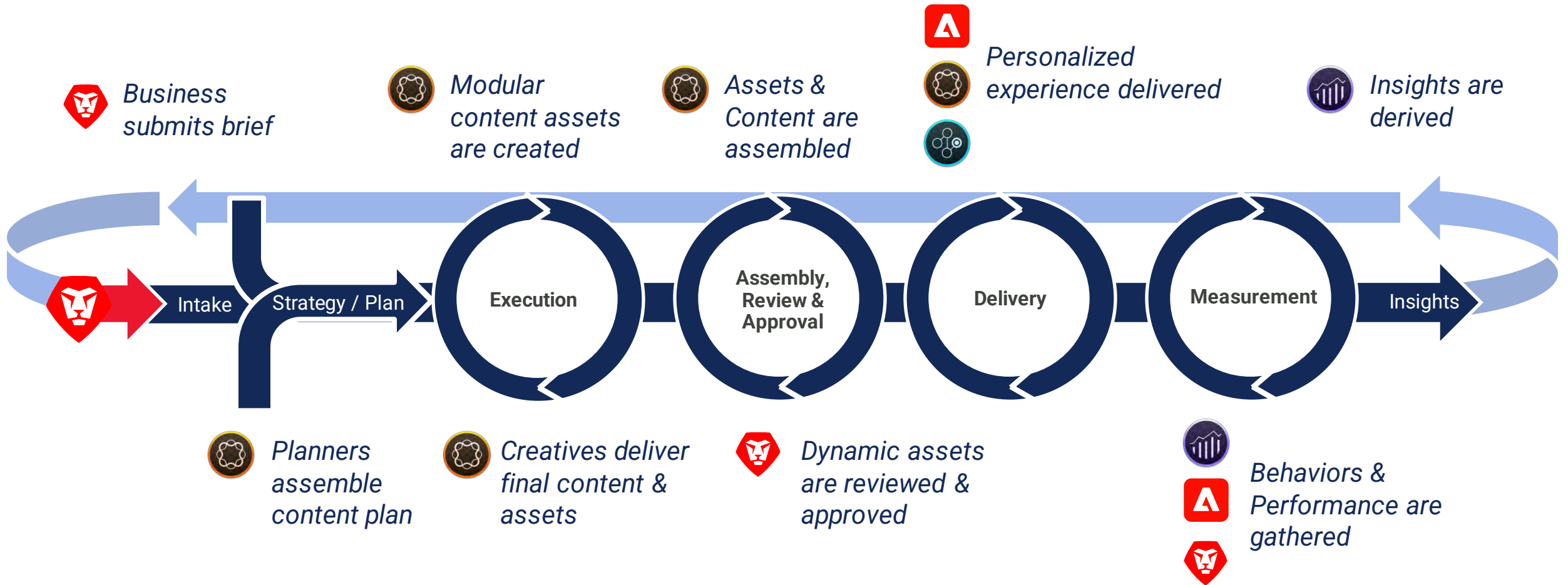
Highly configurable, malleable for diverse teams within an enterprise.

Architected for ease of integration...

... For a seamless Adobe platform experience...

... Extended with other best of breed solutions.

Dynamic Content / Review and Approval





What triggered Kroger's journey that led to the deployment of Workfront Work Management?



2018 Executive-driven transformation initiative – **Content at Scale**



Roadmap Focus

**STAND UP
FOUNDATIONAL TECHNOLOGY**

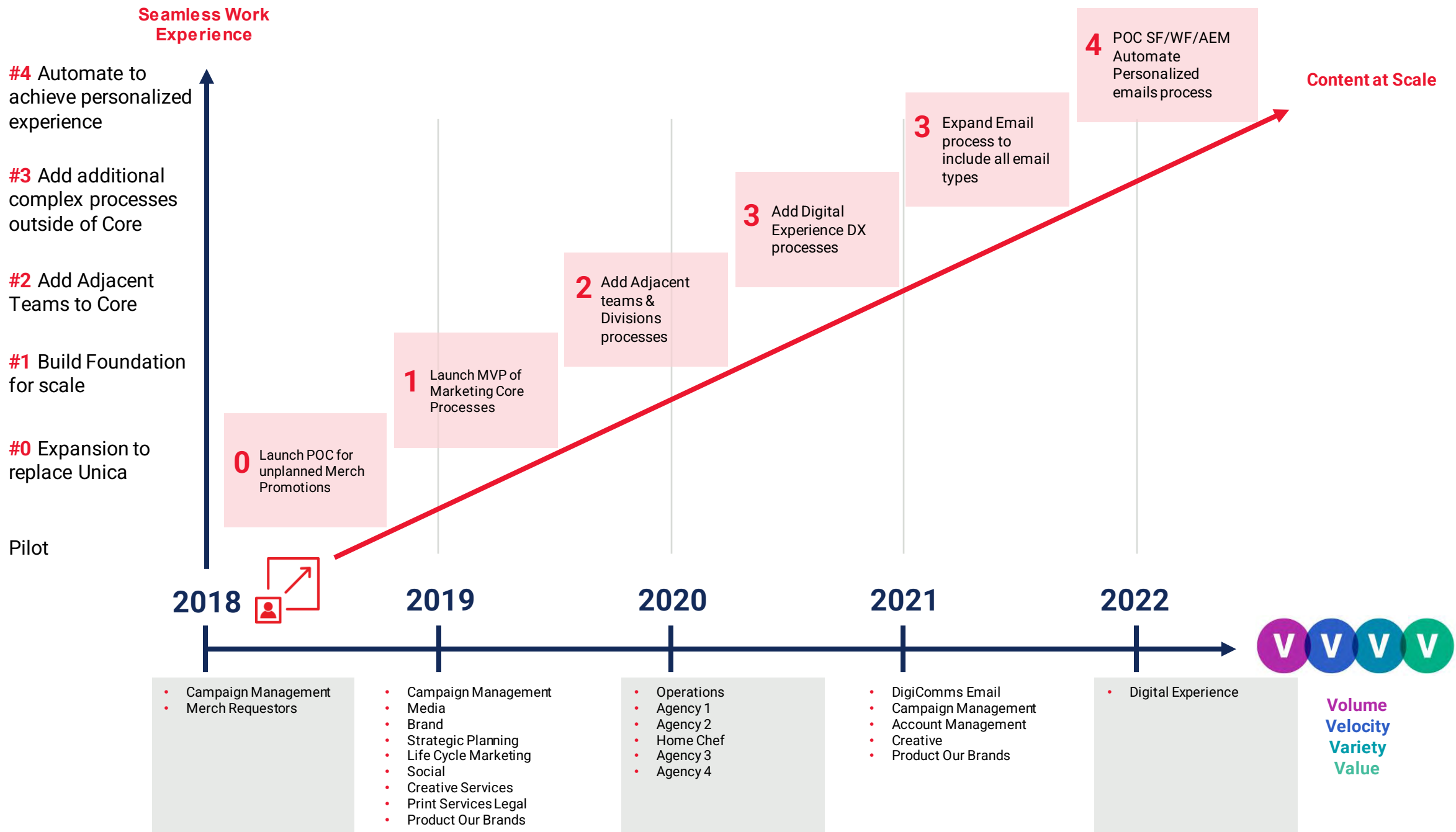
(Build Process)

AUTOMATIONS

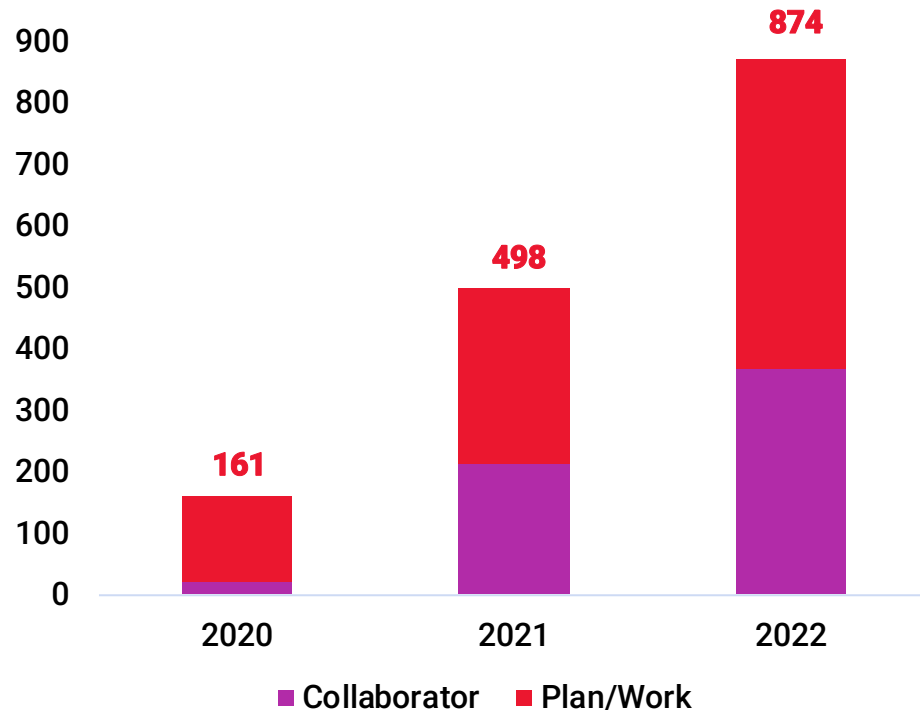
(Build Efficiency)

**REAL-TIME
OPTIMIZATIONS / OUTPUTS**

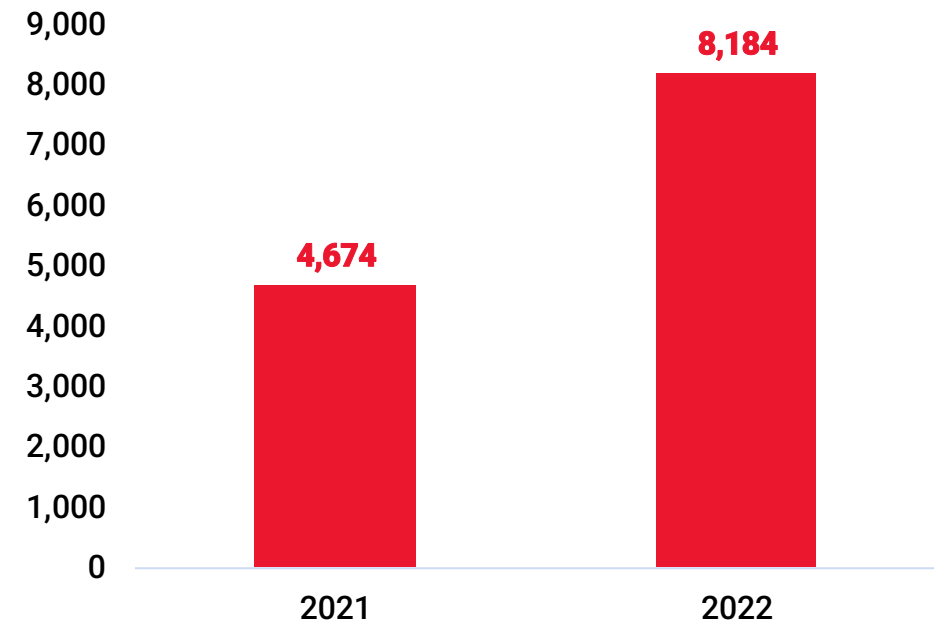
(Content at Scale)



of Users By License Type



of Completed Projects



A smiling male delivery person in a blue uniform and cap is handing a crate of fresh produce to a customer with curly hair. The crate contains various items including cucumbers, tomatoes, and leafy greens. The background shows a residential area with trees and buildings.

Why Workfront?



STAND UP FOUNDATIONAL TECHNOLOGY

(Build Process)



Why Kroger Selected Workfront: FLEXIBILITY

With a multitude of **self-governing teams** and processes we knew the system of choice would need to be able to withstand many angles of the process...

...and be updated easily without dev resources.

30 distinct Kroger teams working in Workfront today with more teams collaborating using updates more than 88,000 times.

Reporting across teams

Teams may work independently, yet in a single platform

Teams may self-govern, but with universal reporting

Teams may connect where business process dictates

Why Kroger Selected Workfront: PROOFING

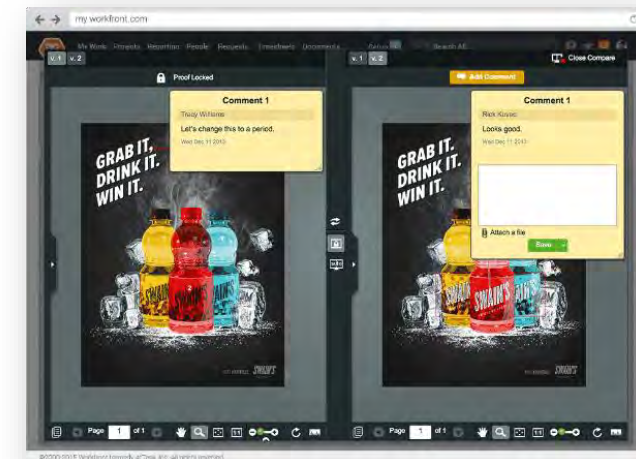
Our largest area of opportunity was **streamlining creative approvals**.

In 2022 Kroger proofed 48,170 deliverables.

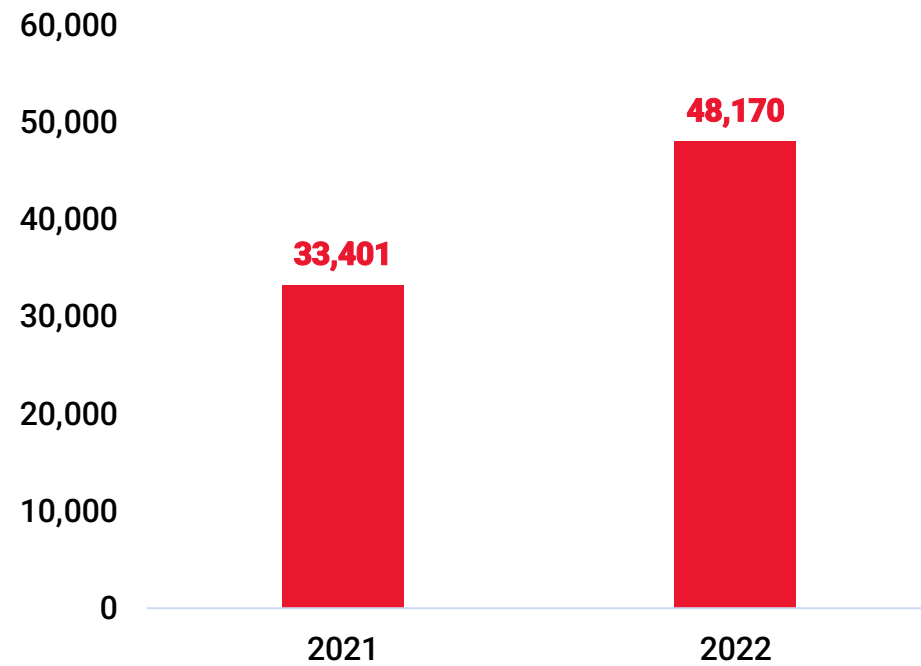
Workfront, by far, had the most impressive and flexible proofing capability.

AUTOMATIONS

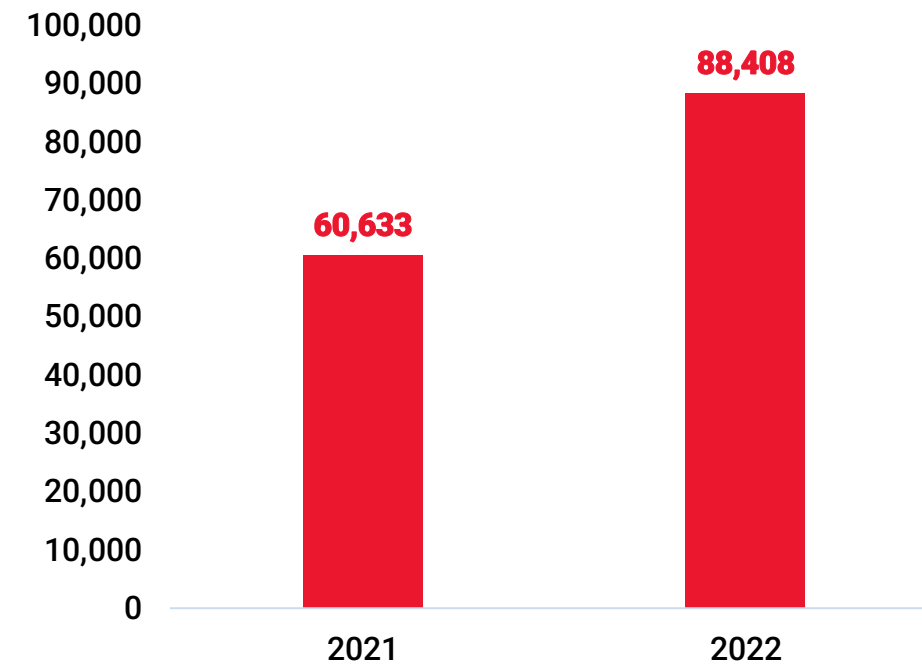
(Build Efficiency)



of Proofs



of Comments (Collaboration)



Why Kroger Selected Workfront: INTEGRATIONS

The **north star** wasn't to create a workflow tool for just creative output but to build a work destination that interwove all systems that touched the process from point "A" to "Z."

REAL-TIME OPTIMIZATIONS / OUTPUTS

(Content at Scale)

5 integrations to Kroger apps

7 integrations to 3rd party apps

40+ integration scenarios

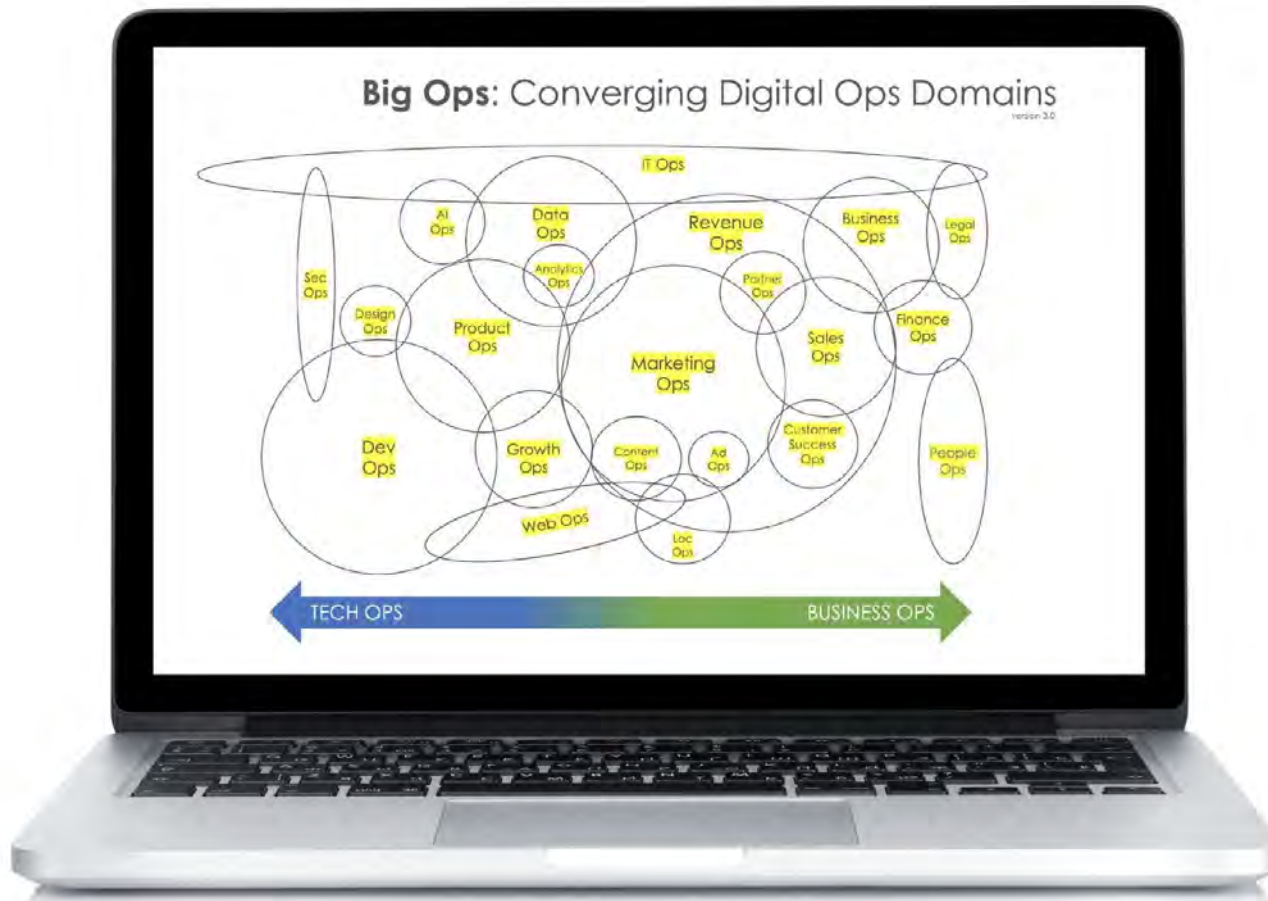
5 integrations planned in 2023



Content at Scale

How does a large, decentralized, localized business build a leading-edge marketing technology capability over 4 years?

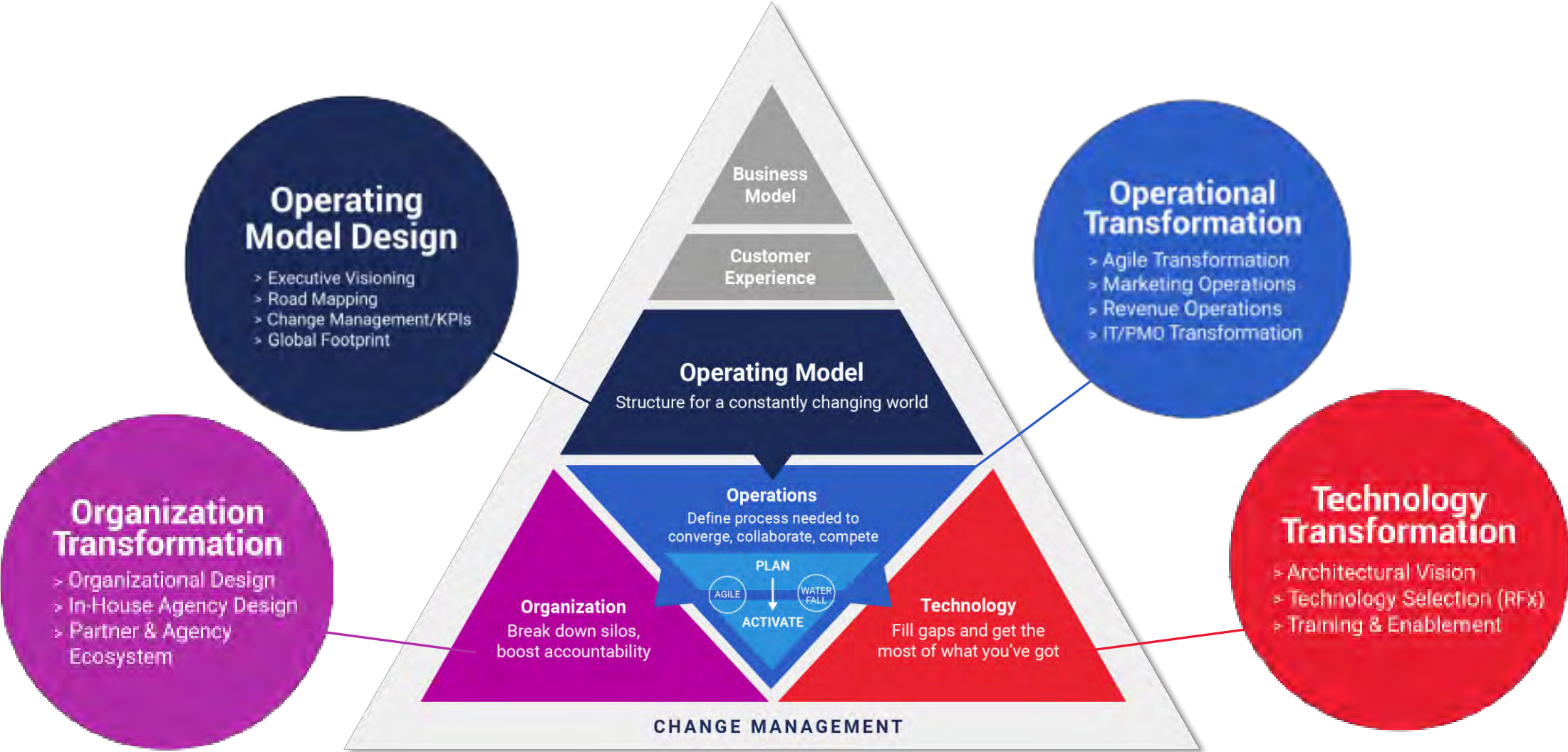
Operational areas are converging, as technology and data permeate the organization



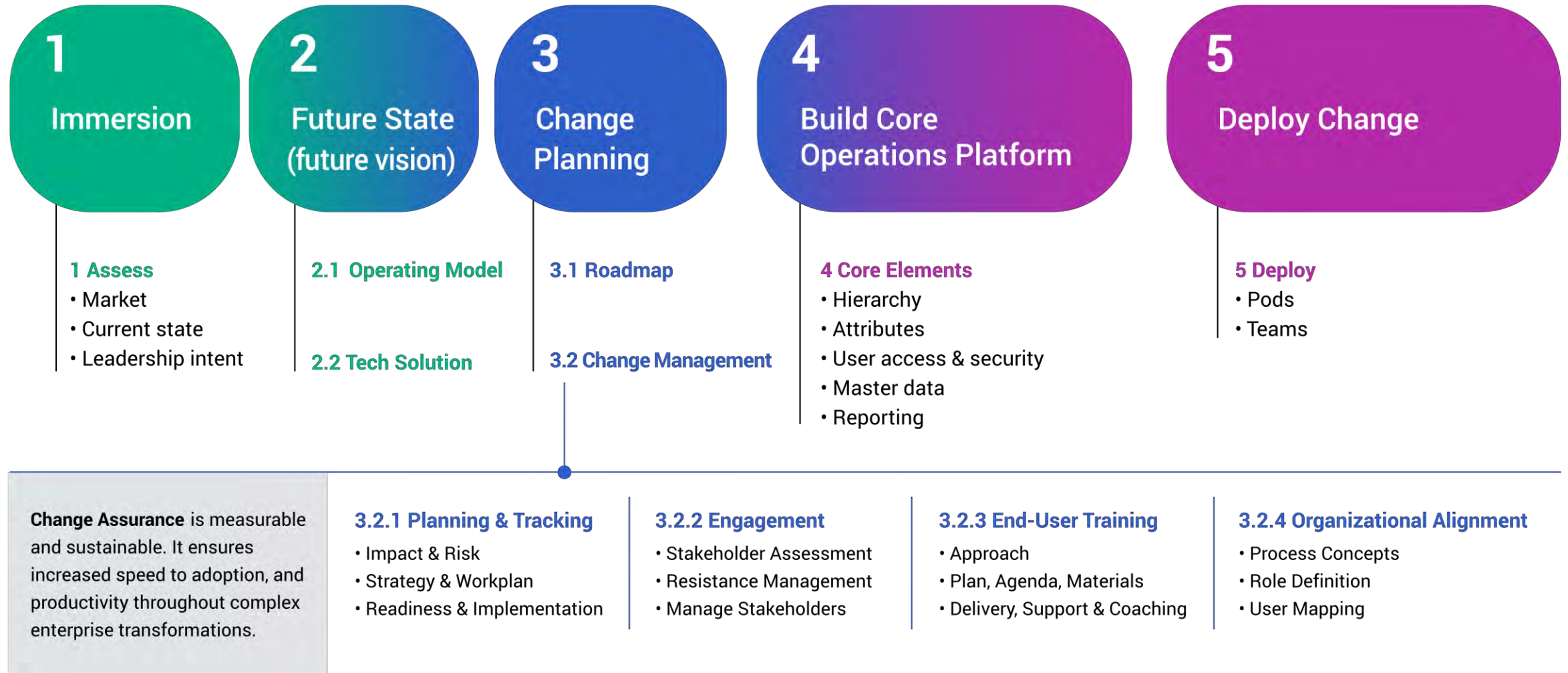
You may be asking:

- Where to begin?
- What does “process-first” really mean?
- What does a high-quality user experience really mean?
- What technology is more core to our stack than others?
- Principals for substantive change in 2023, after all we have learned about marketing workflow in last 30 years?

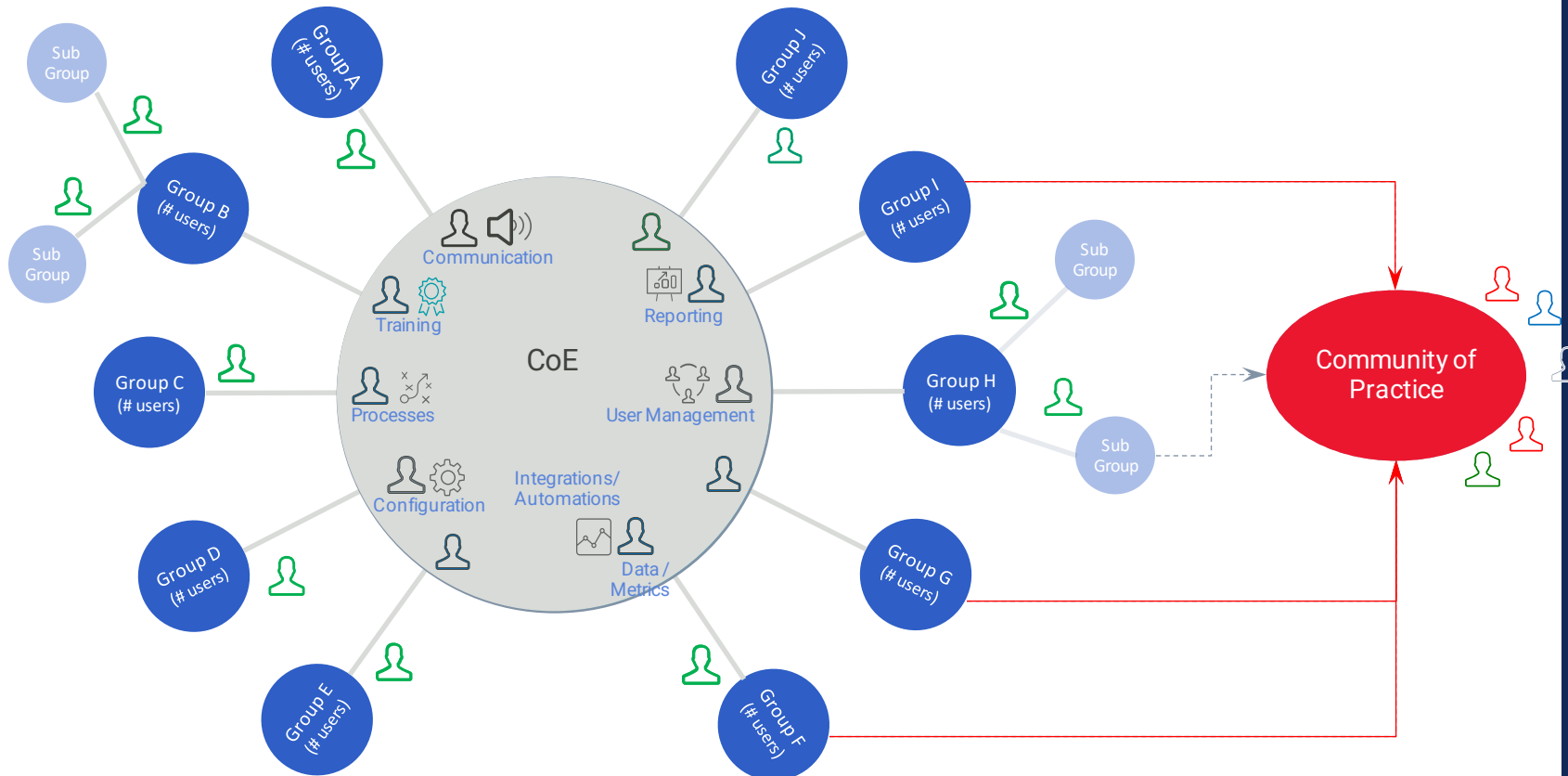
How We Think



Methodology



Enterprise Governance



Governance/Oversight

- Change Management
- Framework
- Administration
- Enterprise expansion

SYSTEM ADMIN
GROUP ADMIN

Subject Matter Experts

- Cross Training
- Functional Experts
- COE Participants
- Team Member Point of Contact

SUBJECT MATTER EXPERT

Community of Practice

- Lunch & Learn
- Peer-to-peer
- Champions
- Share Good Practices

APPLICABLE TEAM MEMBERS



As teams roll into common platform, manage tradeoff between central standards and group flexibility

CoE/Central Standards

Have authority over:

- Default Project, Task and Issue Preferences
- Milestone Paths
- Companies, Groups, Teams, and Job Roles
- Expense and Risk Types
- Access Levels
- System Wide Filters, Views, Groupings
- System Wide Integrations (SharePoint, Box, etc.)
- Email Notifications and Reminders
- Platform Branding
- Import/Export System Wide Data through "Kick-Starts"
- Audit Logs

Group flexibility

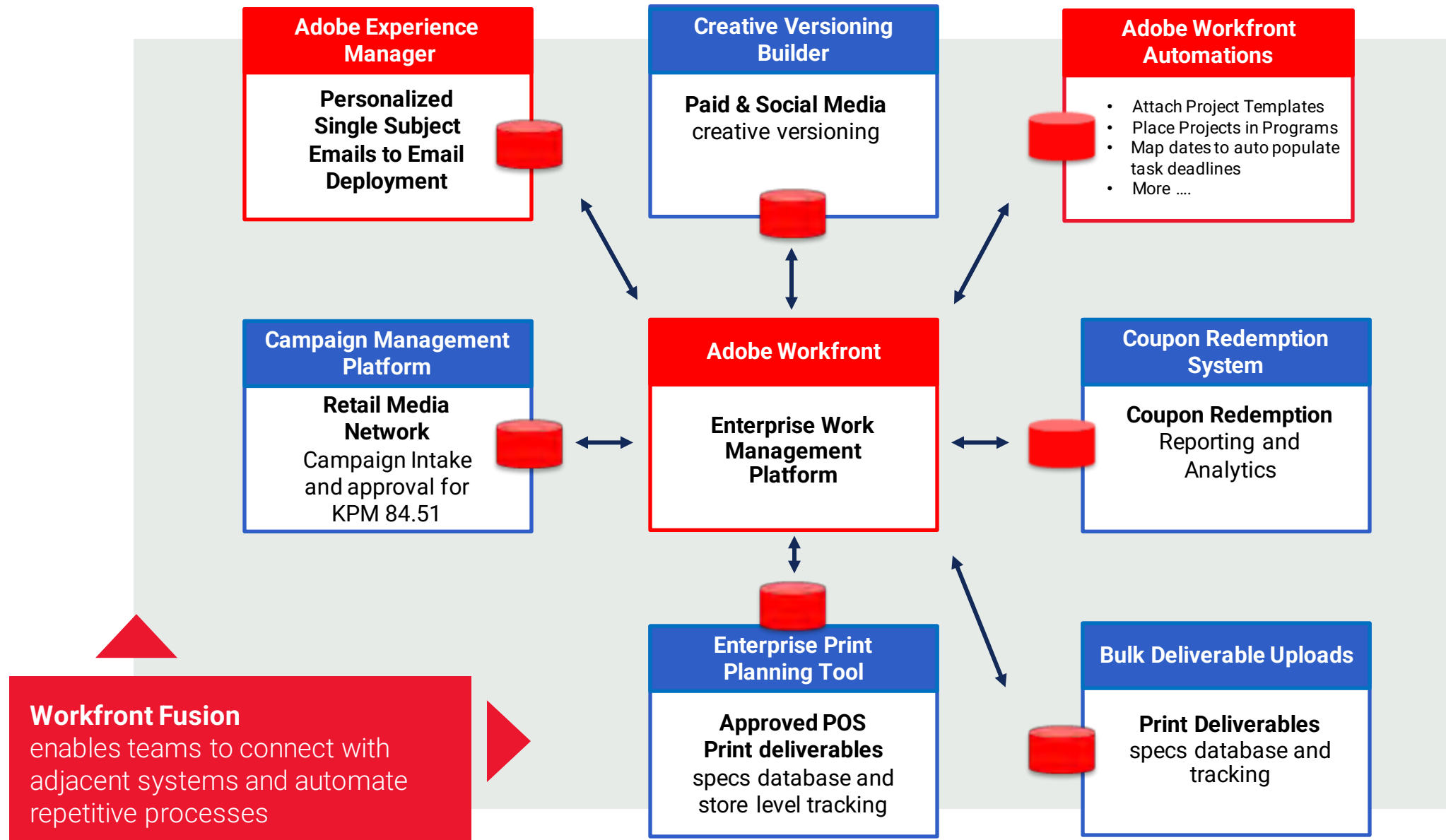
For all associated groups have authority over:

- Group Project, Task and Issue Preferences
- Process definition and templates
- Custom Forms and elements
- Subgroup administration
- Group team member management
- Approval management
- User Interface definition
- Status management
- Schedule management



**What are the most transcendent
use cases through the course of this journey?**

Kroger's Connected Marketing Operations Stack



Use Case 1 (of 4)

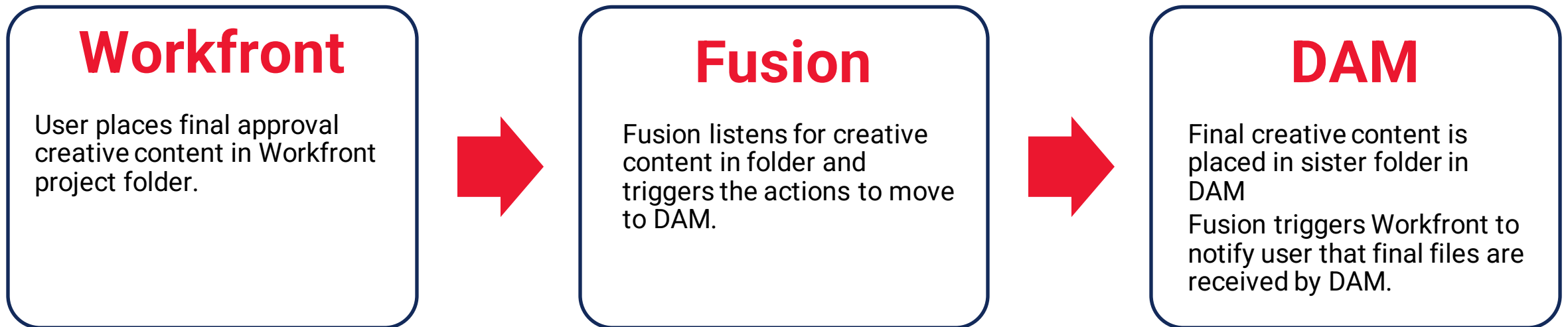
Digital Asset Management



Business Problem: Teams across org and their vendors without ability to store, send and notify final creative assets in central repository.

Kroger Solution: Final Brand Assets are sent from Workfront to DAM.

Deployed: January 2020



Use Case 2 (of 4)

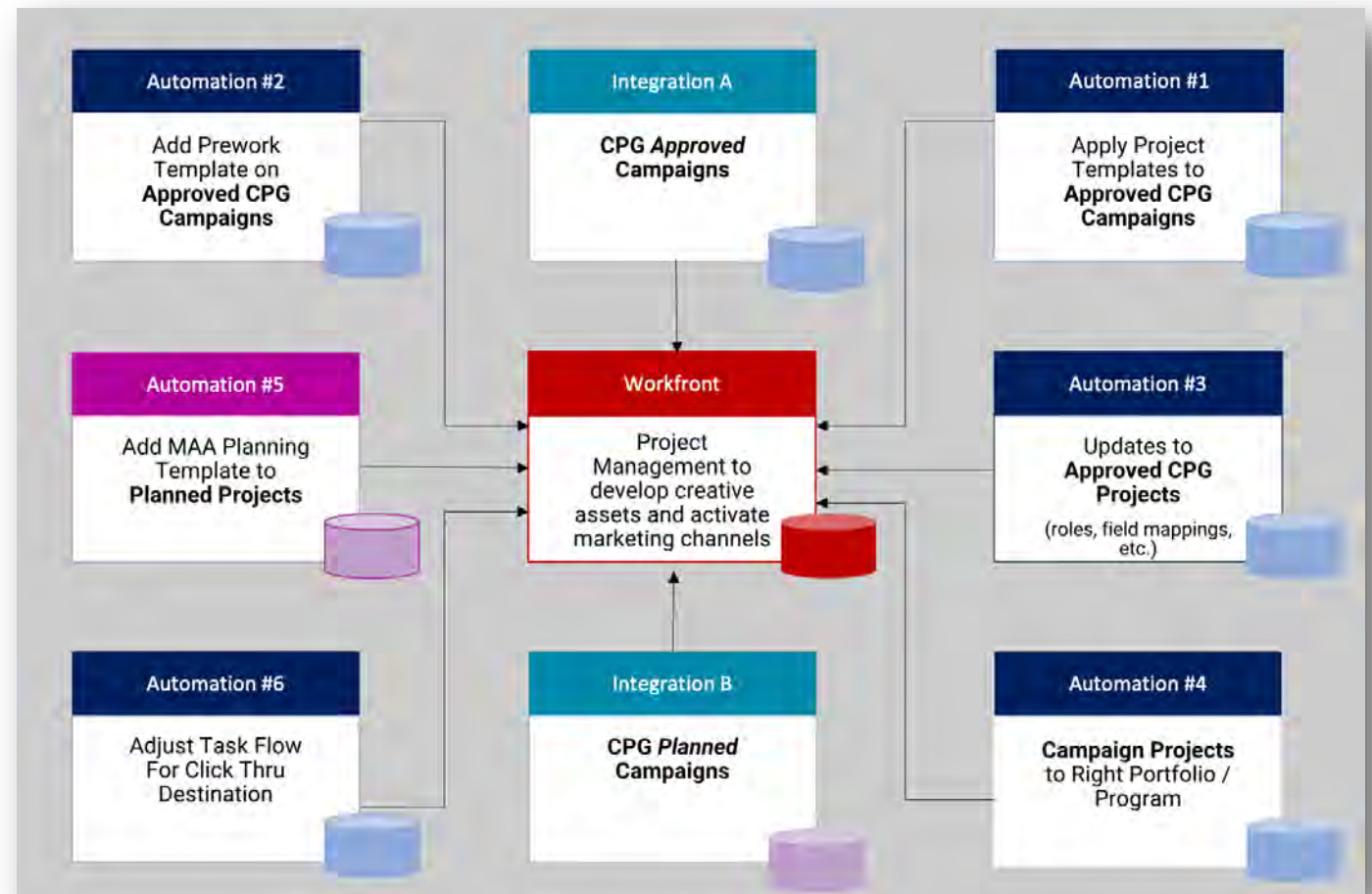
Retail Media Network



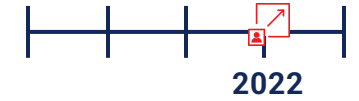
Business Problem: Given the increasing volume of Kroger's media network, how to automatically create CPG projects in Workfront using inputs from campaign/targeting platforms, thus allowing Campaign Managers to transition from manually tracking campaign timelines in Excel (improving efficiency and transparency)

Kroger Solution: Integrate Kroger's Workfront instance with 84.51's campaign and targeting platforms and automate project creation/set up using fusion

Deployed: September 2021



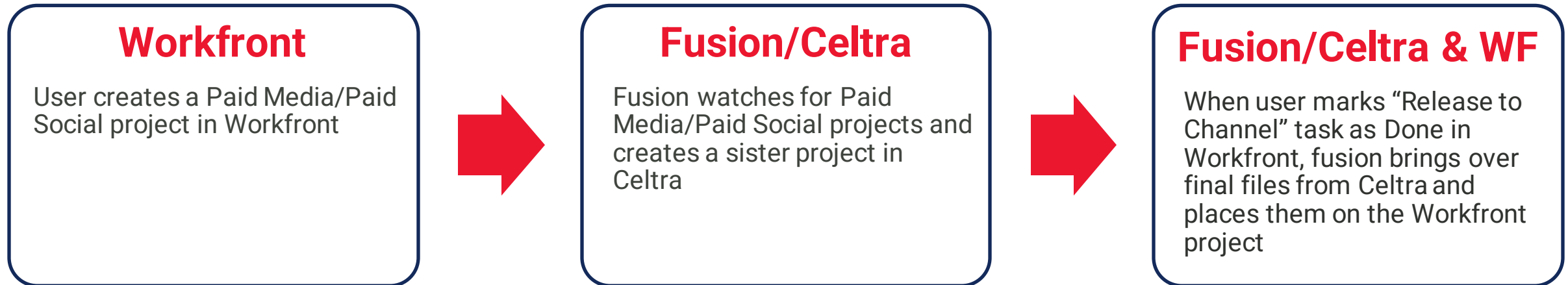
Use Case 3 (of 4) Celtra Integration



Business Problem: How to reduce Creative Services team's manual work by integrating Celtra creative management platform (creative versioning and sizing tool) with Workfront

Kroger Solution: Integrate Celtra with Workfront

Deployed: September 2022



Use Case 4 (of 4)

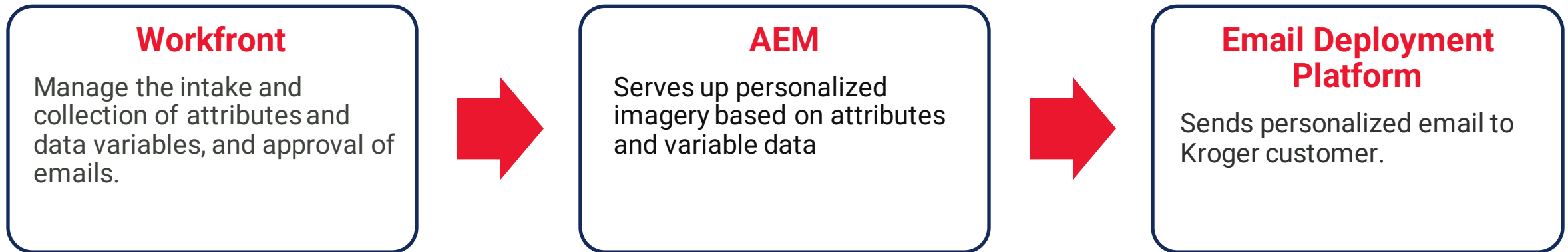
Personalized Email, w/ Workfront + Adobe Experience Manager



Business Problem: Streamline Email creation process and create capability to develop personalized emails.

Kroger Solution: Pilot the creation of personalized single subject email end to end from intake, to execution and personalization through deployment. Including, existing Workfront process to incorporate manual process for metadata and links.

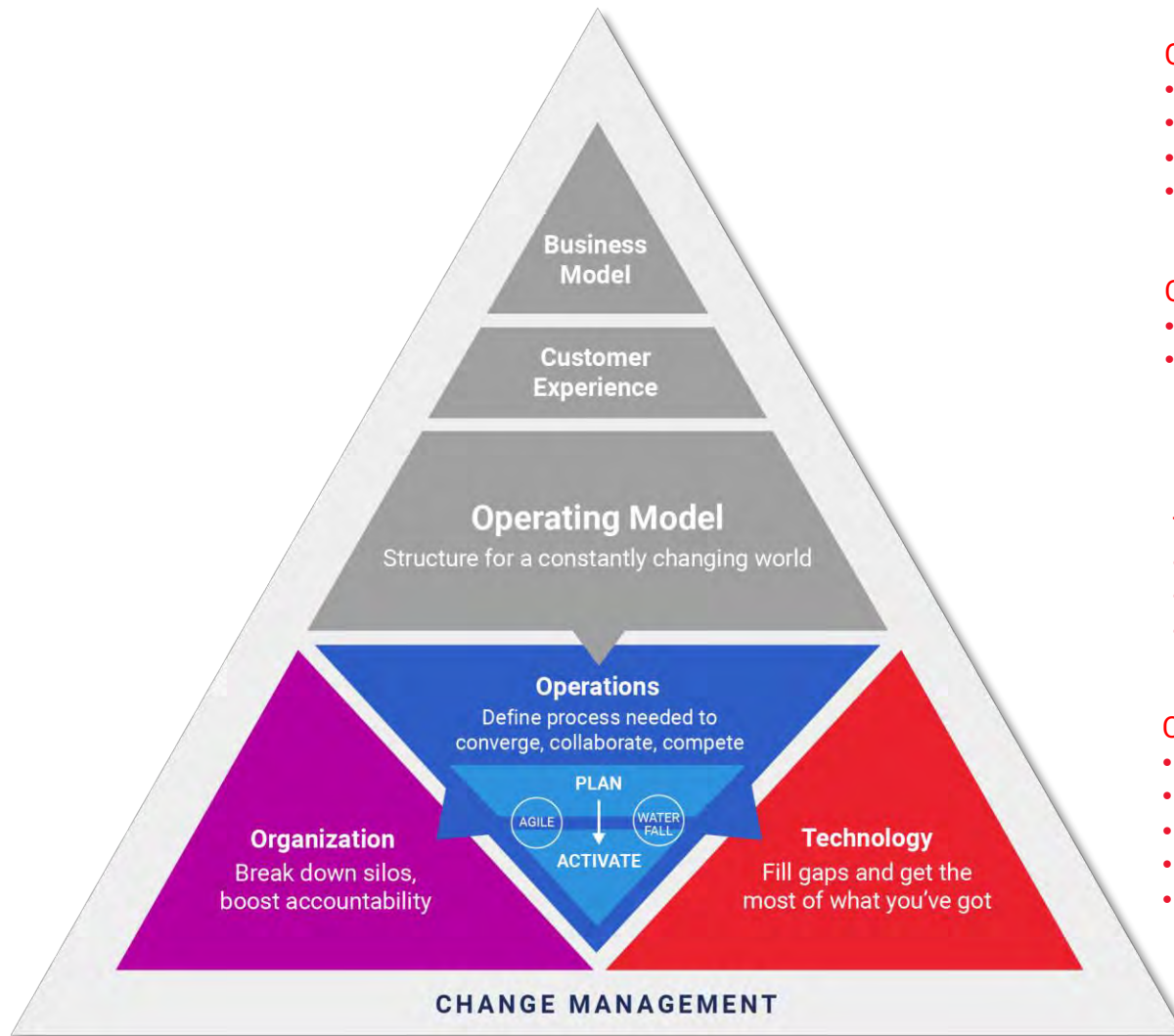
Deployed: In Progress



A close-up photograph of several white eggs inside a cardboard egg carton. Each egg is hand-drawn with simple black ink faces, including eyes, noses, and mouths. The entire image is overlaid with a semi-transparent magenta/pink rectangular box that contains the text.

Retrospection:
What has Kroger learned, so far, on this journey?

Imperatives – critical to success



ORGANIZATION

- Commit to creating positive emotions about the change
- Create the WHY – Impact, vision, purpose
- Include every area impacted but...
- Decide how much influence people have on the strategy

OPERATIONS

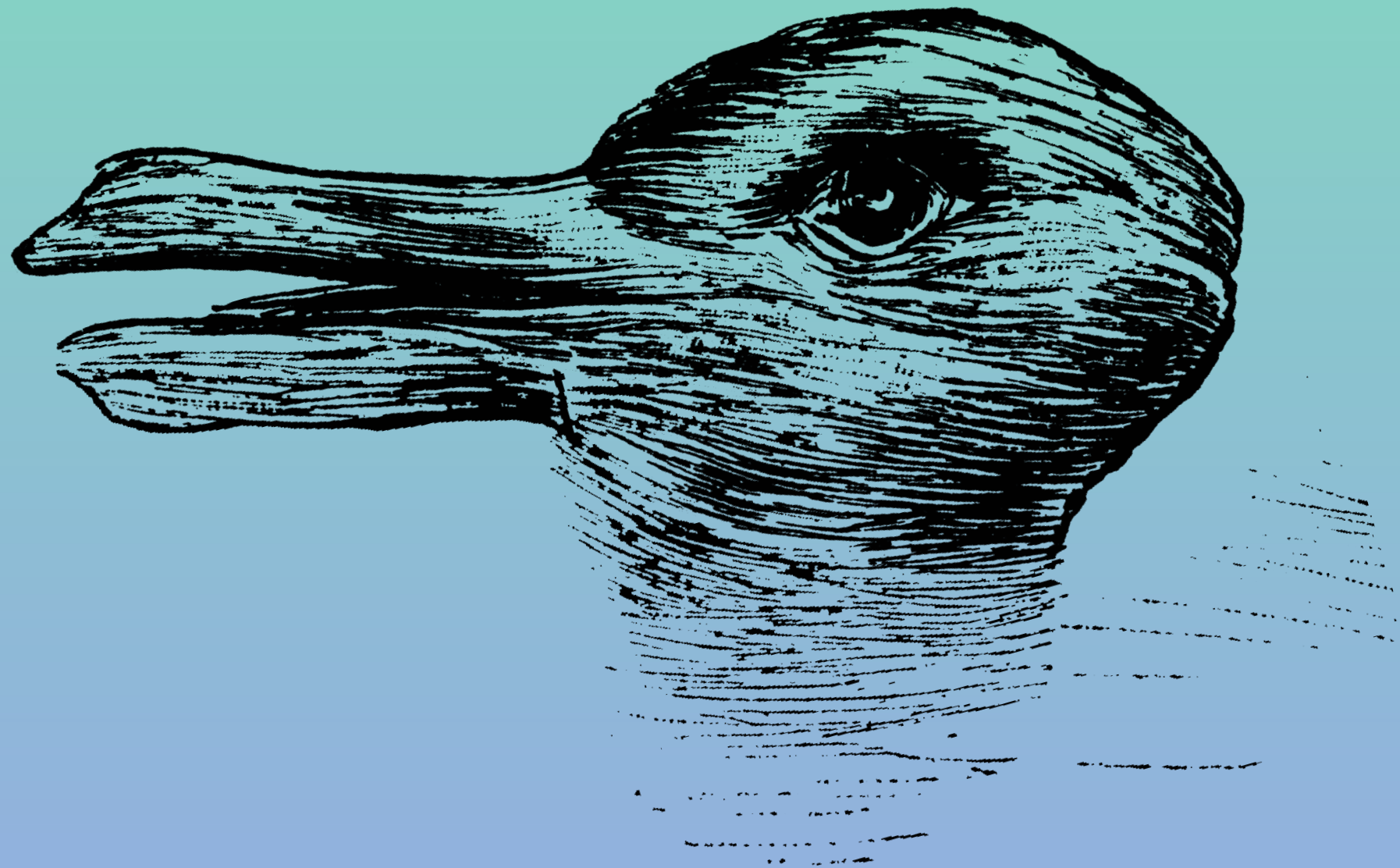
- Document the process as-is, determine how close the technology can meet your users
- Compassionate action will determine your project success
 - ✓ Inject your users voice into the design – “I hear you” to “I got you and I am going to do something about it”

TECHNOLOGY

- Chose to ease-in where you can and meet them where they are
- Integrations are on not optional
- Ongoing care and integrations are not optional

CHANGE MANAGEMENT

- Change is perpetual. Plan for it. Staff for it.
- Get outside expertise
- Maintain executive support by checking in on sentiment
- Create a platform where users have a voice
- Create a plan so that people feel like this change is for them and not happening to them
 - ✓ Surveys, 1:1s, Change Champions



What's Next:

New Teams. New integrations. Maintenance.



Enhancements & Automations

- Adobe Workfront native integrations - Jira & SharePoint
- AEM integrations
- Advanced notifications for Fusion connected enterprise print planning solution
- Optimize existing Fusion automations date automations and deleting redundant tasks

Operational Team Improvements

- Quarterly release cadence
- Expand core functionality, including resource planning
- Enhance existing workflows, including Email DigiComms, Digital Experience, Media
- Further customize team dashboards and reporting

Adoption, Training & Maintenance

- Continued adoption activities
- Continued end user training, for current functionality and quarterly enhancements
- Enhancement resulting for organizational changes
- Data hygiene



Q&A



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Visit Us at Booth #1036

		Global Medical Devices Manufacturer
Humanitarian Agency		
Musical Instrument Retailer	REVLON	Online Services Platform

Additional Case Studies Available



Adobe Summit