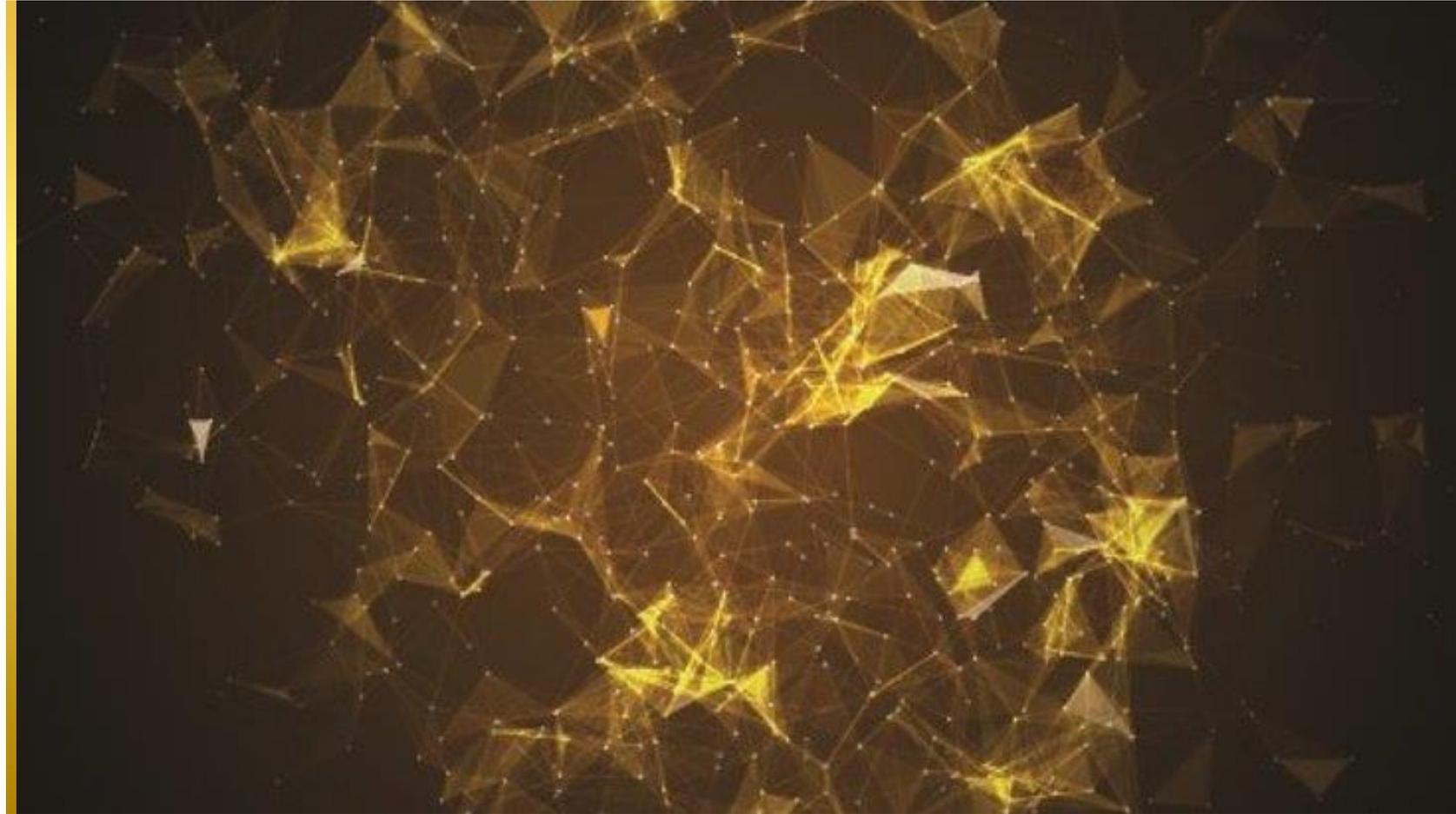




Kantar audiences for activation UK

Data Source Overview

February 2020



TGI

HOW DO CLIENTS USE TGI?

TGI helps brands and agencies better understand consumer audiences and their relationships with brands in today's connected world.

WHAT MAKES TGI UNIQUE?

TGI provides a comprehensive understanding of consumer behaviors and attitudes (over 200 attitudes and opinions). Better understand and target your audiences with connected insights from highly customized local surveys and industry-leading global datasets—providing you with WHO, WHY and HOW of consumer behavior.

WHAT ARE THE DETAILS?

The survey is conducted annually using online panels. 25,000 consumers projected to the full national adult population of 60 million.

WHAT AUDIENCES ARE DEVELOPED?

150+ covering key dimensions of consumer behaviors and their relationships with brands and shopping.



ComTech

HOW DO CLIENTS USE COMTECH?

ComTech's technology and telecommunication clients rely on its data to help reduce churn, grow acquisition and improve the customer experience.

WHAT MAKES COMTECH UNIQUE?

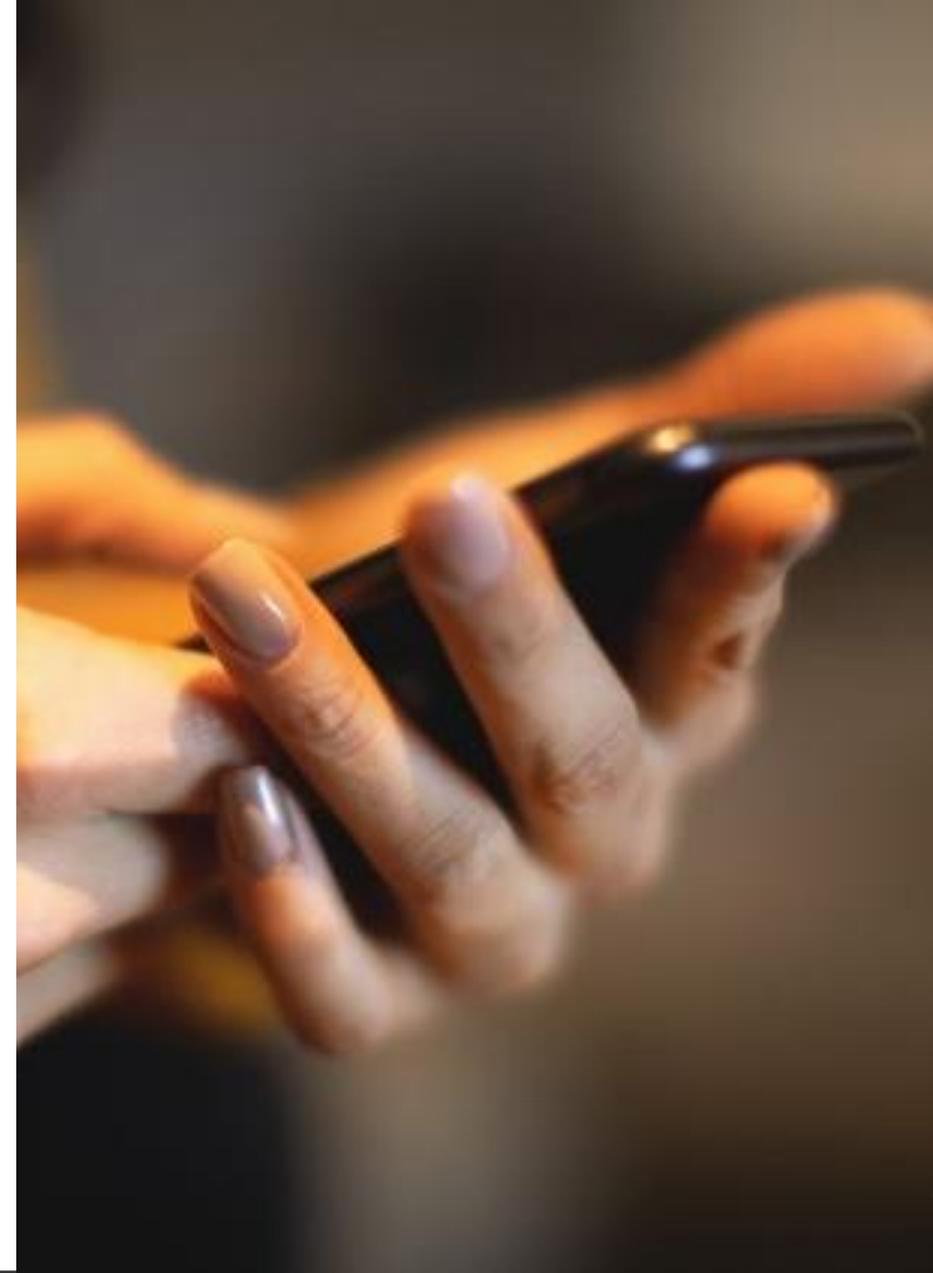
Provides the largest global customer journey tracking insight tool for mobile. Data is collected from a large longitudinal panel allowing us to follow consumers through their mobile consumer journey, from pre to post purchase, tracking their usage, satisfaction and future intention.

WHAT ARE THE DETAILS?

Kantar Worldpanel's ComTech is the largest continuous research consumer mobile phone tracking panel in the world, with over 12,000 GB interviews per year.

WHAT AUDIENCES ARE DEVELOPED?

50+ covering mobile brand ownership, network operator connection, intention to switch, next purchase intention, app usage etc.



Worldpanel

HOW DO CLIENTS USE WORLDPANEL?

Worldpanel's consumer purchasing data help advertisers to understand their market, brands and their consumer strategies.

WHAT MAKES WORLDPANEL UNIQUE?

The only solution that enables ability to target people based on their actual purchase behavior from all retailers and all channels (offline and online) for optimum accuracy and reach.

WHAT ARE THE DETAILS?

We collect all Consumer Packaged Goods purchase data for all retailers and all channel at a SKU level from our 30,000 households consumer panel for CPG.

WHAT AUDIENCES ARE DEVELOPED?

50+ syndicated segments covering consumer behaviors and attitudes on CPG, entertainment and fashion purchase. Many more available on demand.



Want to know more about Kantar's audiences for activation capability?

Please contact our team:

support@kantarmedia.com

