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KANTAR MEDIA COMBINES SOCIAL MEDIA ENGAGEMENT METRICS WITH US ADVERTISING MONITORING DATA

Kantar Media's service will allow clients to have one view of their brand messages across paid, owned and earned media.

New York, NY (October 19, 2015) – [Kantar Media](#), a global leader in media intelligence announced the addition of brand social media engagement metrics to their advertising intelligence solutions in the US , enabling clients to gain a holistic view of brand messages and activity across paid, owned and earned media.

The data, will measure the messages and volume of brands' social media posts as well as consumer engagement based on likes, shares and comments, will initially cover activity on Facebook, Twitter and YouTube. These metrics will be provided through a partnership with [Unmetric](#) and the resulting data will be offered as an additional service to Kantar Media's tools in the US market designed for agencies, advertisers and media companies.

The new service will be available in the US by the beginning of November 2015 and will see social media metrics fully integrated into Kantar Media's US advertising intelligence products for advertisers, agencies and media companies, giving clients the ability to make seamless comparisons across brand advertising activity.

"As we continue to expand our digital and mobile analytic offerings, the ability to integrate brand social media engagement metrics is critical," says George Carens, President of Kantar Media Intelligence. "With this new service, our clients will now have the opportunity to understand and make informed decisions on the total message being delivered by a brand across its paid, owned and earned media presence."

"Today, almost all marketing content makes its way through social channels, and therefore, measuring engagement is more important than ever before to understand consumer sentiment about a brand," said Jay Rampuria, Global Head of Client Development for Unmetric. "This partnership with Kantar Media is a meeting of the minds, and we look forward to continued collaboration with such a highly respected name in media information and analysis."

This expansion is a continuation of Kantar Media's commitment to digital advertising analytics. Kantar Media was among the first companies to monitor advertising in many digital platforms, including display, paid search, online video and mobile, and is now continuing this leadership with social media.

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About Kantar Media

Kantar Media is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Part of Kantar, the data investment management arm of WPP, Kantar Media provides the most comprehensive and accurate intelligence on media consumption, performance and value.

For further information, please visit us at www.KantarMedia.US

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About Unmetric

Founded in 2011, Unmetric is the only social media intelligence platform focused on brands. More than 200 leading brands and agencies including General Motors, Bacardi, Changi Airport, Social@Ogilvy and Group M use Unmetric to enhance their content marketing efforts and leverage social data to achieve measurable business objectives. With Unmetric, marketers can compare and analyze the Twitter, Facebook, Pinterest, YouTube, LinkedIn and Instagram content and campaigns of over 35,000 brands across more than 30 sectors. Unmetric combines the power of people and technology to provide deeper data-driven intelligence. This is reflected in the company's innovative products including Sense, a first-of-its kind competitive intelligence mobile app for marketers and Inspire, a social media search engine that helps marketers ideate towards more engaging content. Unmetric is headquartered in New York City with additional offices in Chennai, India and the U.S. For more information or to request a demo, visit <http://www.unmetric.com>.