

KANTAR

Kantar audiences for activation

Data Source Overview

MARS Consumer Health

HOW DO CLIENTS USE MARS?

MARS helps marketers, agencies and media companies understand patient groups and develop meaningful profiles and analyses of consumers that inform and guide their media, marketing, messaging and creative decisions.

WHAT MAKES MARS UNIQUE?

MARS is the largest study of its kind in the market – our Doublebase of 40,000 U.S. consumers, healthy and unhealthy, are projected to the U.S. adult population. MARS includes 90+ conditions, 20+ treatment options and 500+ brands.

WHAT ARE THE DETAILS?

The bilingual survey is conducted annually using online panels. Respondent data is anonymized and not sourced from medical records or claims data, so no subject to HIPAA. Our condition and media projections are aligned with government and industry sources for accuracy and consistency.

WHAT AUDIENCES ARE DEVELOPED?

240+ covering patient groups, treatments, health attitudes, actions, media, advertising and more.



TGI U.S.

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. 10,000 consumers projected to the full national adult population of 244 million.

WHAT AUDIENCES ARE DEVELOPED?

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



U.S. MONITOR

HOW DO CLIENTS USE U.S. MONITOR?

U.S. MONITOR is used by businesses and agencies across a variety of categories for marketing guidance, brand strategy, planning and growth to help clients understand trends and anticipate consumer behavior.

WHAT MAKES U.S. MONITOR UNIQUE?

Psychographic-based segmentations that inform strategy and tactics across product categories:

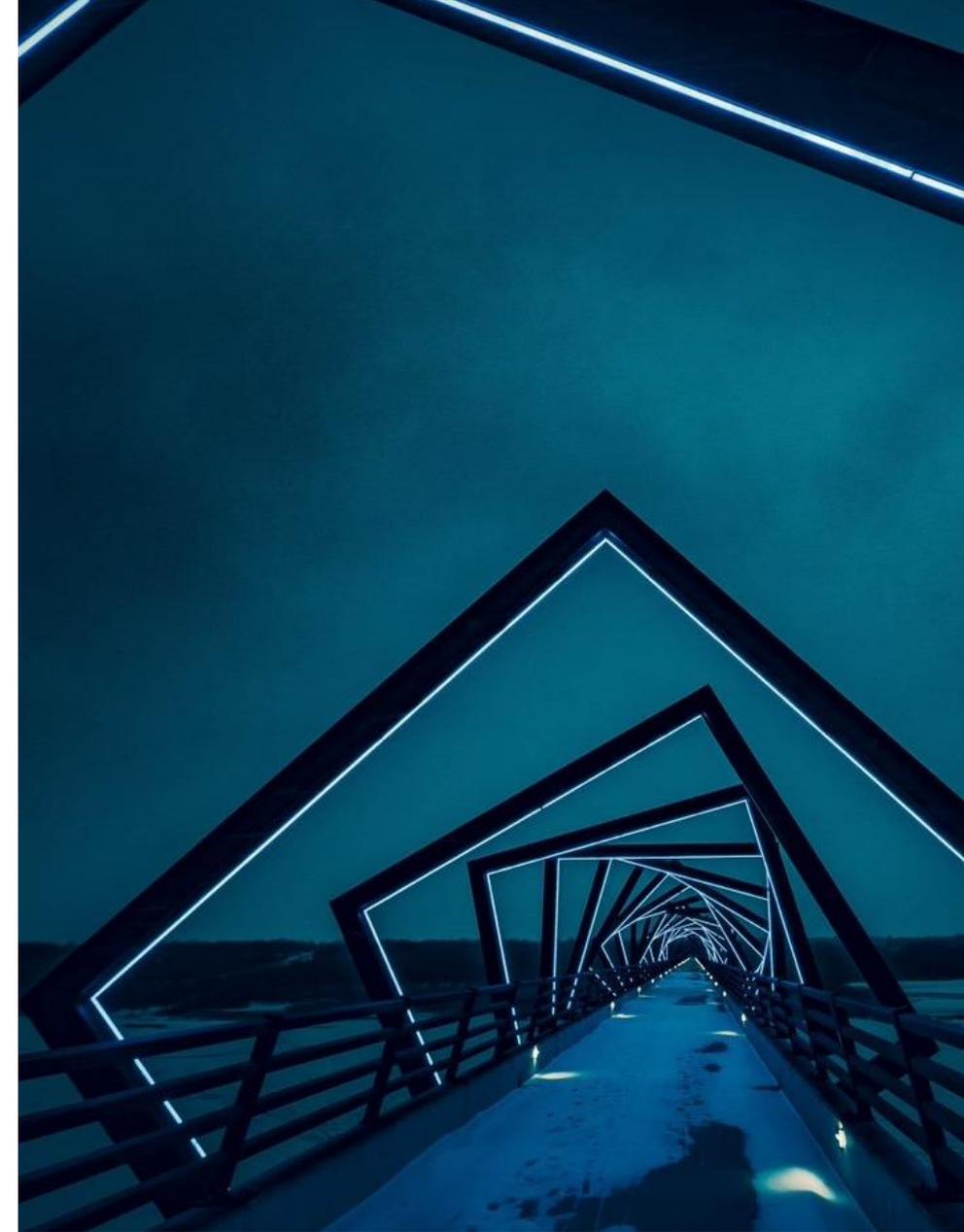
- **MotiveMix** – Motivations that drive behavior and help brand develop strong consumer relationships
- **MindBase** – Generational-based, defined by attitudes, lifestyles and behaviors to understand engagement
- **LIVING Well** - Health and wellness focused to aid communication and understand attitudes, barriers and motivations to good health.

WHAT ARE THE DETAILS?

Captures 10,000 respondents a year using online panels and projected to the Wunderman Data AmeriLINK database of 240 million U.S. adults.

WHAT AUDIENCES ARE DEVELOPED?

50+ covering values, attitudes, lifestyles and motivations, generational groups, political advocacy and polyculturalism.



HomeScores®

HOW DO CLIENTS USE HOMESCORES?

The HomeScores® data tool provides telecom clients with usage and spend metrics to better target their campaigns among consumers based on their likely usage of consumer home technology products, wireless services and spend levels for wireless, high speed internet or video/streaming services.

WHAT MAKES U.S. MONITOR UNIQUE?

HomeScores® propensity models and spend can be integrated onto an advertiser's database for tactical initiatives. The scores are updated quarterly based on Kantar's ReQuest® survey of 98,000 consumers a year.

WHAT ARE THE DETAILS?

HomeScores® are derived from Kantar's ReQuest® survey, conducted quarterly and captures 98,000 respondents a year using online panels.

WHAT AUDIENCES ARE DEVELOPED?

110+ covering media and entertainment (e.g., TV and video services) and telecommunications service providers.



ComTech

HOW DO CLIENTS USE COMTECH?

ComTech helps 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 240,000 U.S. interviews per year.

WHAT AUDIENCES ARE DEVELOPED?

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



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

Please contact the Syndicated Audience Team to learn more.

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