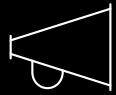


KANTAR



Media and Marketing Effectiveness

We can be exposed to

1000+

messages each day

How do you know which worked?



Improve marketing effectiveness

Worldpanel Analytics

Measure the shopper impact of your media activity

Understand if and how your advertising directly influenced the buying behaviour of real people by looking at causation rather than simple correlation.

Whether it be analysing the impact of your advertising or understanding the effectiveness of your CRM program, using real consumers behaviour and their corresponding media consumption habits and exposures uncovers the true effect and link with their purchasing. Analysis at an individual shopper level and understanding the impact of each and every exposure provides the greatest opportunity to build greater effectiveness and efficient strategies going forward.

Match exposure to behaviour

Single-source data which isolates the sales and penetration effects of different advertising channels and how they work in synergy. Who was reached, how they responded and what return on investment they provided.

The power of historical buying behaviour

Utilising historical and current buying behaviour allows an approach that can control for other influences on buying behaviour such as promotions and habit which can also contribute to sales – truly isolating the effect of each exposure and the advertising campaign in totality.

Predict and optimise

Simulate the outcomes for different campaign scenarios across media channels to maximise your goals – whether penetration or simple ROI goals.

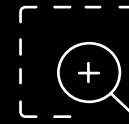
Our Media and Marketing Effectiveness solutions will support your journey



Consumer Media Measure

Understand the individual shoppers that your media reaches and the effect. Controlling for other influences in the marketing mix such as promotions, allows us to tease out the true effect of your advertising campaign – who is most responsive and how different media perform individually and in synergy.

Now including predictive simulations which help you understand how much to adjust reach and frequency and what is the optimum channel investment to optimise ROAS or sales uplift for your next campaign.



Media Impact

Evaluate your campaign based on the behaviour of a control group exposed to the campaign. Whether sales, penetration, purchase frequency and other key consumer metrics were positively influenced by the campaign.



CRM Impact

Evaluate the effectiveness of your CRM program via a direct match of your database with the Household Shopper Panel. A true single source approach that allows us to assess which shoppers were most responsive and the ROI of your activity.

01

Brand Growth

We can connect sales to media exposure which will help you understand how to attract more shoppers and grow your brand.

02

Media Mix

Our tools will identify the contribution of all your media formats to help you assess the value of each and see which is attracting the highest volume of new shoppers and/or sales.

03

Campaign Success

Looking at the campaign we can identify how effective it was as a whole and then zone in on which parts worked best. We can also look at what the benefits of the campaign were – such as increased loyalty or more shoppers.

04

Efficiency in Future

An analysis based on individual shoppers enables us to track the response from each exposure – thereby identifying ideal frequencies of exposures to maximise the probability of buying.

05

Proving the Value of your Investment

Investment in advertising and CRM programs can look expensive on your business P&L – being able to show a return can protect future business investment as well as ensure your activity is focused in the right areas going forward.

For more information please contact your local representative or visit www.kantar.com/findnewshoppers

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