

## Optimise your media plan



In a world of increasing media fragmentation and ongoing change, brands need evidence that their advertising connects to and impacts business performance to avoid wasted investment.

Media decisions have a huge impact on ROI, so ongoing learning is essential. Media research is no longer a luxury.

**CrossMedia** evaluates multichannel campaigns by isolating the impact of each channel on brand success and understanding channel synergies. It establishes media exposure and identifies which channels build key brand associations so you can optimise your media spend and drive learning for the future.

Flexible implementation options mean CrossMedia can run as a standalone monitor throughout a campaign, be integrated into tracking studies or run as point in time dips.

### Use CrossMedia to:

- Understand a campaign's true effect on your brand and how to improve future campaigns
- Know how to best reach and impact your target audiences
- Identify cross-channel synergies
- Identify media wastage and explore media mix efficiency and budget allocation

### Why CrossMedia?

- Accurately assesses campaign and channel effects on your brand to inform media decisions

- Comparison with norms from over 2,500 campaigns puts your results into context and gives you a competitive edge
- Flexible options, including tracking, meet your budget and timing needs
- Advanced simulator helps you optimise your media mix against brand objectives.

### About us

We're passionate about media and invest in bold thought leadership to address critical issues for advertisers, publishers and media agencies.

Our global network of outstanding media effectiveness experts help you to navigate media decisions to optimise investment. Using extensively validated solutions, normative data, a proprietary platform and partnerships with leading technology providers, we can help to increase your marketing effectiveness and drive brand growth.

### Get in touch

To find out more contact your Kantar representative or visit [www.kantar.com](http://www.kantar.com)



Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients **understand people** and **inspire growth**.