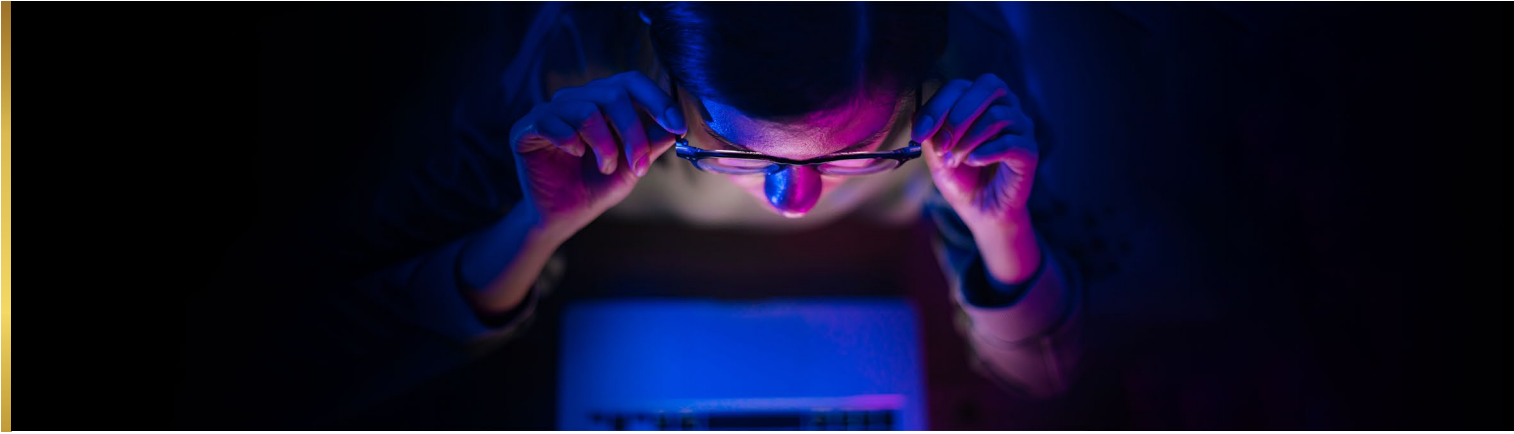


LIFT ROI

LIFT ROI provides actionable campaign insights to strengthen marketing and media decisions



LIFT ROI increases sales and brand equity simultaneously. Kantar's modern disruptive measurement approach changes the way Marketeers think, evaluate, and influence their Marketing performance and KPIs

Lift ROI from Kantar

AI-powered, always-on unified measurement platform enables marketers to optimise their media budget in nearly real time.

Continuous data and models refreshed in-flight daily for timely insights into media and marketing performance and in-flight optimisations.

Why is it so important today?

In a highly complex media landscape real time reaction is paramount.

Furthermore, the elimination of third-party cookies in 2024 will inhibit MTA-like bottom-up methods to measuring marketing efficiency.

How LIFT ROI works

The modelling runs on daily (or weekly) business data, seizing the impact of market activities on sales at highest granularity level.

Data types



Core strengths of LIFT ROI

- It is AI/ML-powered.
- Based on state-of-the-art modelling techniques ensuring granularity and large number of optimisable factors.
- Future proof as does not rely on cookies but still delivers hyper-granularity at publisher, placement, creative and target levels.
- Holistic, considering not only digital media, but also paid, own and earned in and offline media, industry factors, economy and environmental factors building more accurate future scenarios.
- Sources data automatically from business data repositories through APIs saving workload, timing, and preventing errors in data treatment.
- It can rapidly integrate Kantar's world-class brand equity data to optimise both short and long-term.
- It is delivered through a user-friendly and insightful UI platform Hamilton AI.

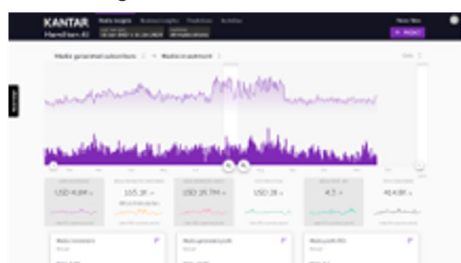
Proven track record

- 20% increase in ROI due to optimised media mix
- 17% Sales uplift in just 6 months (recent clients have seen this)
- 42% increase in profit
- Reduction in churn by 9.2% across entire portfolio

Hamilton AI

- Near real time campaign efficiency assessment and visualisation.
- Insights engine at 360° degree eases visualisation of events
- Customizable and flexible Market. Budget optimisation engine
- Rapid, proactive, and effective interaction with Media, Creative and Advisory agencies.

Media insights



Business insights



Get in touch

To find out more contact your Kantar representative or visit www.kantar.com

KANTAR

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies, including 96 of the world's 100 biggest advertisers. We combine the most meaningful attitudinal and behavioural data with deep expertise and technology platforms to track how people think and act. We help clients develop the marketing strategies that shape their future and deliver sustainable growth.