

Media Solutions

Shape Media Strategies to Fuel Brand Growth



In today's world of increasing media fragmentation, people are bombarded by marketing campaigns through even more touchpoints.

Media and marketing departments are facing complex challenges. Capture audience's attention, select the best channel to reach your audience is harder than ever. The end of cookies is happening and you are put under pressure to optimise every investment. You need to plan for your future campaigns now.

As the global leader, we know how Media effectiveness works.

Kantar provides brands with the guidance and AI tools to make every campaign successful.

Kantar drives **gold standard** in the Media Effectiveness industry with **25+ years of experience of global experience** in over 75 countries. We have the **largest Media norms database** with over 50,000 media campaigns delivered and counting. Our 25 million global panellists and strong data partnerships provides you with actionable insights media, creative and sales outcomes

Kantar empowers you to **shape your media strategies to fuel brand growth** by offering a comprehensive view of lift within and across all channels and devices.

From identifying the most effective target audience, optimal reach and frequency, to uncovering emerging channels and synergies, we guide you through the intricacies of real-time campaign optimisation.

Media effectiveness allows to address your business challenges

LIFT	LIFT+	LIFT ROI	Context Lab
for campaign impact analysis	for holistic campaign optimisation	for your Sales ROI optimisation	to maximise digital contexts
<ul style="list-style-type: none"> — Measure Brand lift for single-channel and multi-channel campaign via online dynamic dashboard to inform media mix decisions for current and future campaigns — Get granular insights for creative, audience, sites, and tactics — Identify how digital media drives behavioural outcomes (research, purchase, visits, etc). 	<ul style="list-style-type: none"> — Optimise different campaign elements (creative, audience, frequency) — Identify channel contribution to optimise media spend efficiency and drive learnings for the future — Pin-point what is driving success in your campaign — Measure the effectiveness of my Brand campaign by leveraging real-time exposure triggers tracking behaviours 	<ul style="list-style-type: none"> — Access an AI-powered, always-on unified measurement platform processing holistic media effectiveness of on and offline channels. — Benefit from hyper-granular data for visibility at publisher, ad format and profile levels measuring client KPIs including revenues, churn, brand impact for comprehensive planning decisions — Measure Marketing performance in totality by evaluating campaigns across multiple dimensions — Integrate creative quality scores and brand against media spend and performance, as well as non-Media and economic factors 	<ul style="list-style-type: none"> — Increase efficiency of your marketing spend by understanding how brand stories work in different digital contexts before spending — Optimise campaigns impact across online platforms before the entire budget is spent — Prove the value of your platform, format and content in the overall publisher's online mix

About us

Kantar empowers advertisers, publishers and media agencies to shape their media strategies to fuel brand growth, by offering a comprehensive view of lift within and across all channels and devices.

Our global network of outstanding media effectiveness experts help you navigate media decisions to optimise investment, increase marketing effectiveness and drive brand growth using extensively validated solutions, normative data, a proprietary platform and partnerships with leading technology providers. For more information please contact your local 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.