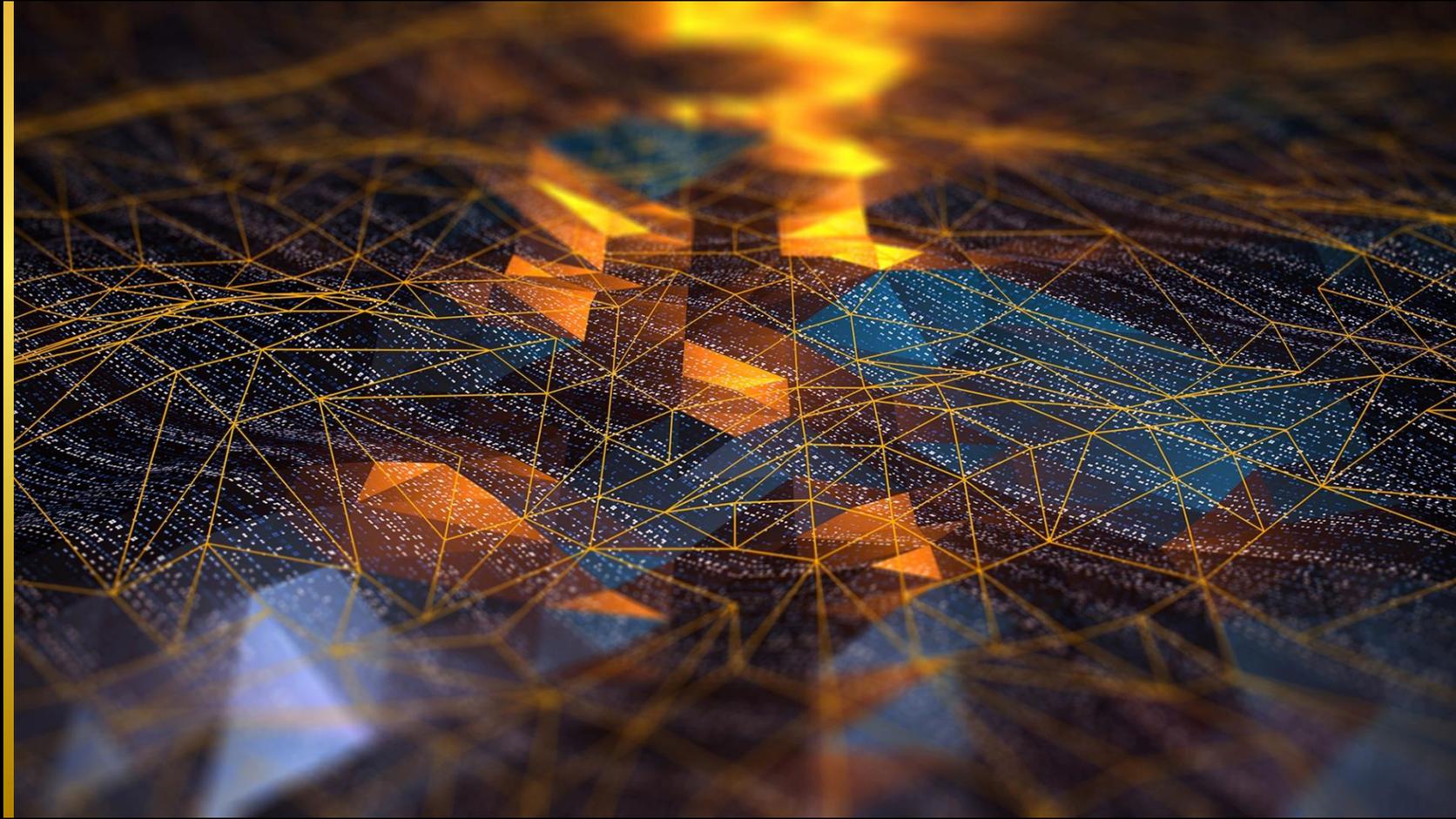


# KANTAR

## Unleashing the Power of Connected & Validated Data

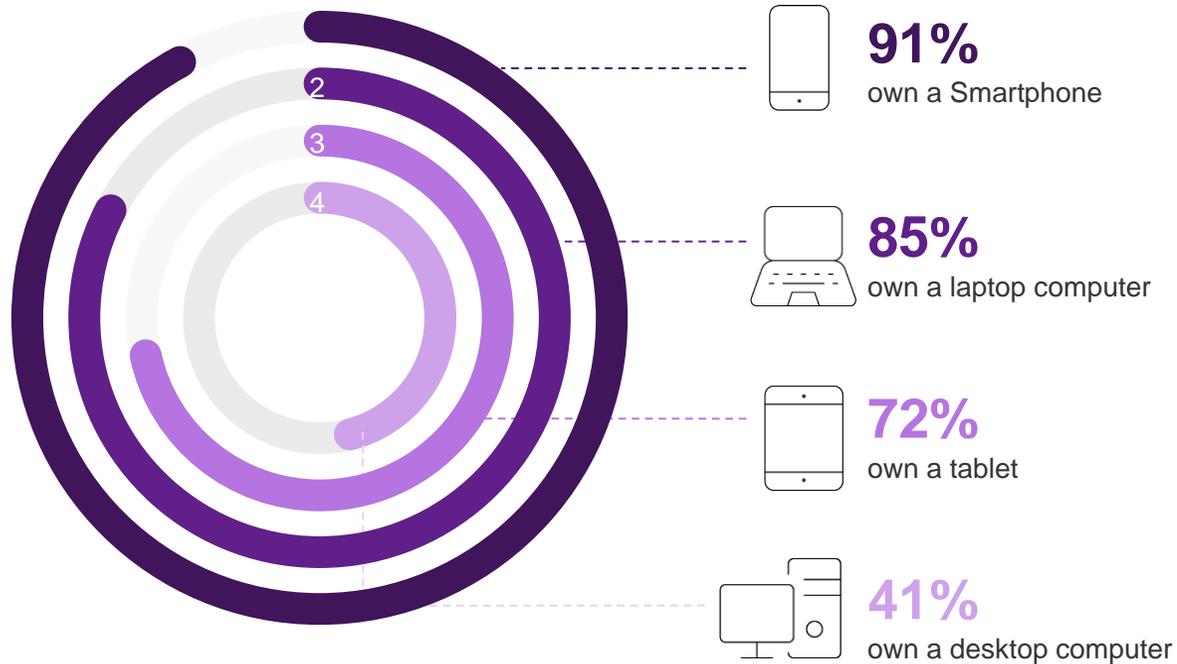
*How to optimize the way we use  
data and empower brands to  
increase their revenue and better  
understand their audiences by  
leveraging connected data*

Mary Kyriakidi and David Tripepi  
February 2020

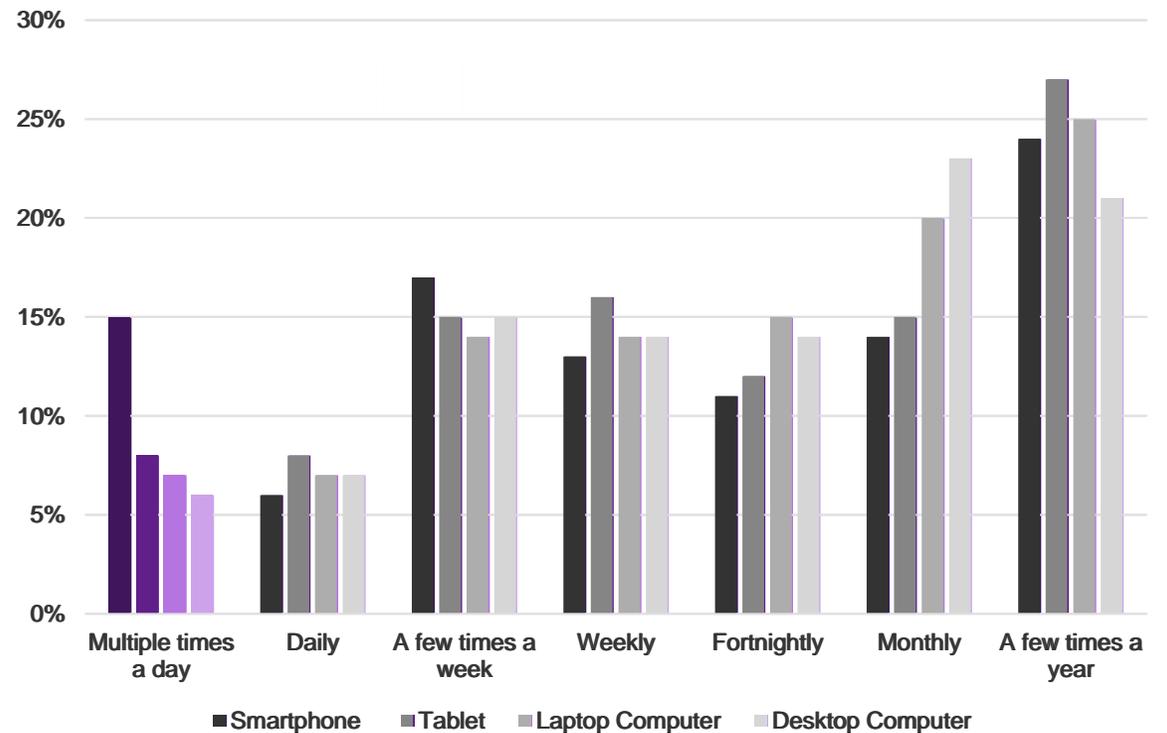


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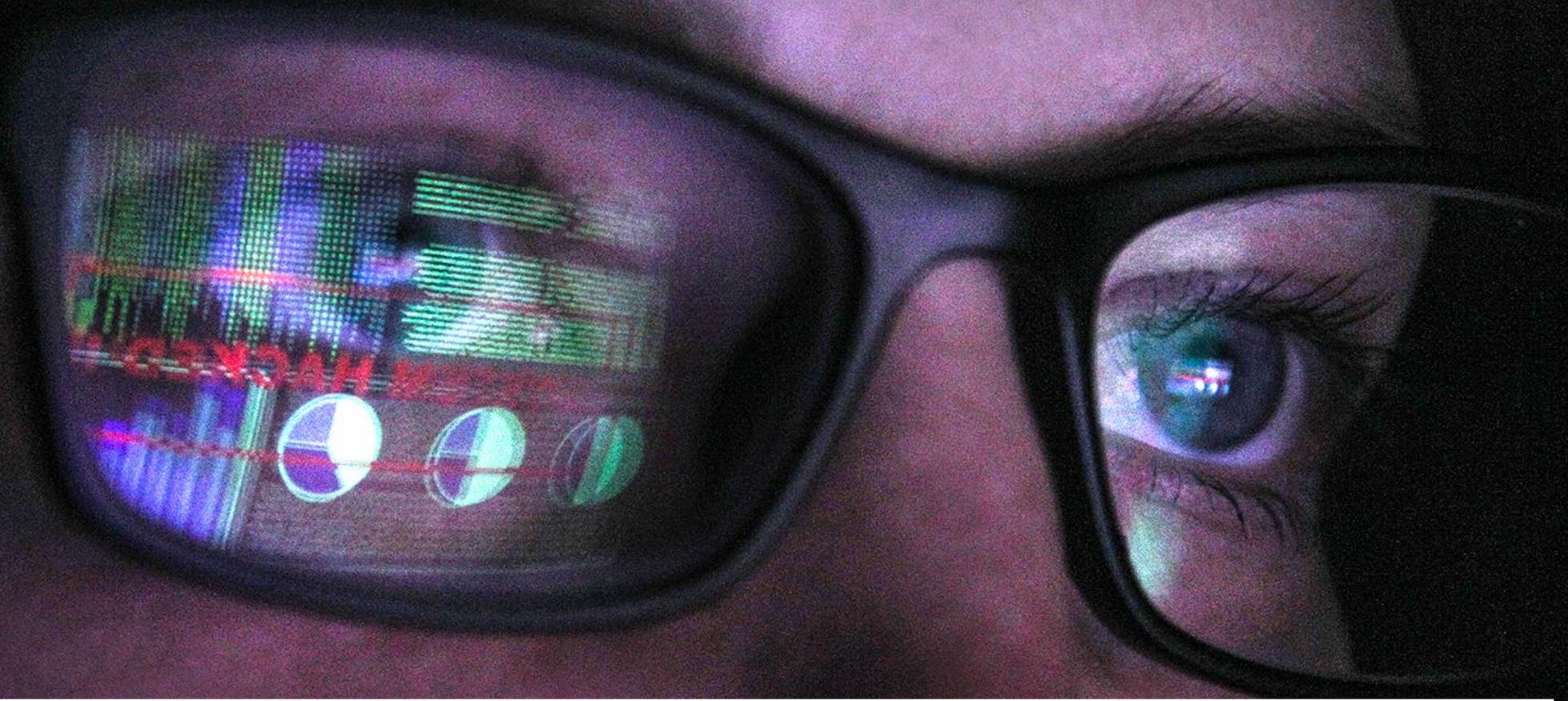
# Today's consumers are increasingly connected in the way they are living their lives



Frequency purchase on devices



We live in a data-filled world



**But having a wealth  
of data doesn't mean  
anything unless it's  
connected**





# Taken too far?



**Netflix US** 

@netflix

Follow



To the 53 people who've watched A Christmas Prince every day for the past 18 days: Who hurt you?

6:52 pm - 10 Dec 2017

106,322 Retweets 433,841 Likes



8.0K



106K



434K

Be more relevant than ever and cut through the ocean of generic content





**Connecting data can lead to new revenue opportunities & added value in behavioural knowledge, let's explore how...**

1. Enriching survey data with appended consumer segments
2. Validating audience segments for future campaign use
3. Creating unique, targeted audiences for media buying



# 1. Enriching Survey Data With Appended Consumer Segments



# Connecting to other data sources

To create a 360 view of your audience profile

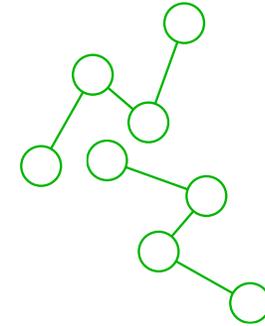
**Demographic enhancement**



**Digital behavior & metering insights**



**Multi-party data linking**



# Going beyond a survey

By adding more questions to surveys you risk boring or disengaging respondents, resulting in lower quality of the dataset.

But by adding layers of connected data you can achieve richer, deeper audience understanding.



# Case Study: Improving the Accuracy of Consumer Segments through Data Appends



## Challenge

Consumer segments built off a U&A study from a leading beverage brand in China:

- Need to enrich these consumer segments for targeting
- Approached Kantar to help establish a link between digital platforms and consumer segments to enrich these profiles for targeting.

## Approach

Linking survey-driven consumer segments to Baidu Ecosystem

Greater data accuracy by building the linkage with the individual:

- Identify
- Extract and clean
- Profile

## Insight

Effective integration of survey data and behavioural data of each profile, through Kantar's connected technology and third-party digital partnerships:

- Coverage
- Volume
- Richness
- Permission

## Impact

- Guide targeted communication for the client's consumer segments
- More effective & differentiated segments, that were previously considered to be similar
- Improved understanding of the audience through a connected approach

The background of the slide is a dark, bokeh-style image of out-of-focus lights. On the left side, there is a grid of small, bright blue lights that form a perspective, receding into the distance. On the right side, there are larger, more prominent bokeh circles in shades of orange, red, and yellow, creating a warm, glowing effect.

## 2. Validating Audience Segments For Future Campaign Use

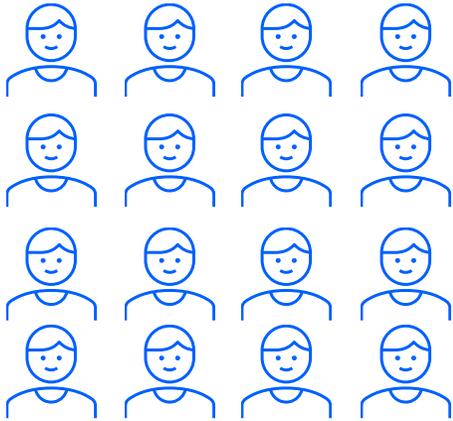
# Validation helps answer...

- How accurate the segments are, be it Syndicated, Third party or Custom?
- How can I compare similar segments and vendors?
- What is my segment rating compared to others?
- What is the make of my segments?
- Who am I targeting when this segment is used
- How can I monitor a campaign that's in flight and optimize it?
- Can these targets help us reach the right audience?

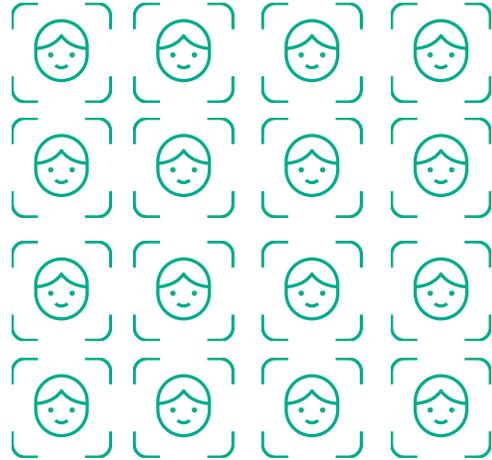


# Use third-party data sources and survey data to validate the quality of your audience segments, evaluating:

## Digital Audience Quality



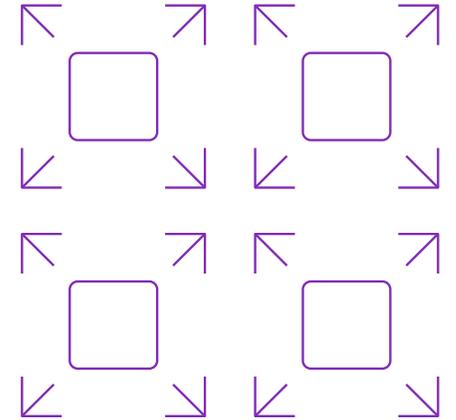
## Accuracy Of Defined Segments



## Confirmation Of Segment Makeup



## Syndicated Platform Integrations



# Case Study: Reach more Relevant Targets for more Effective Campaigns



## Challenge

Pet food company

Looking for audiences across the syndicated segments related to pet ownership

More than one DMP vendor is identified

Need to limit media waste and improve in-market accuracy

## Approach

- Which DMP provides a more relevant audience?
- Kantar's deterministic accuracy analysis
- Kantar's probabilistic audience effectiveness
- Score to assess relevance when targeting on multiple vendor segments

## Insight

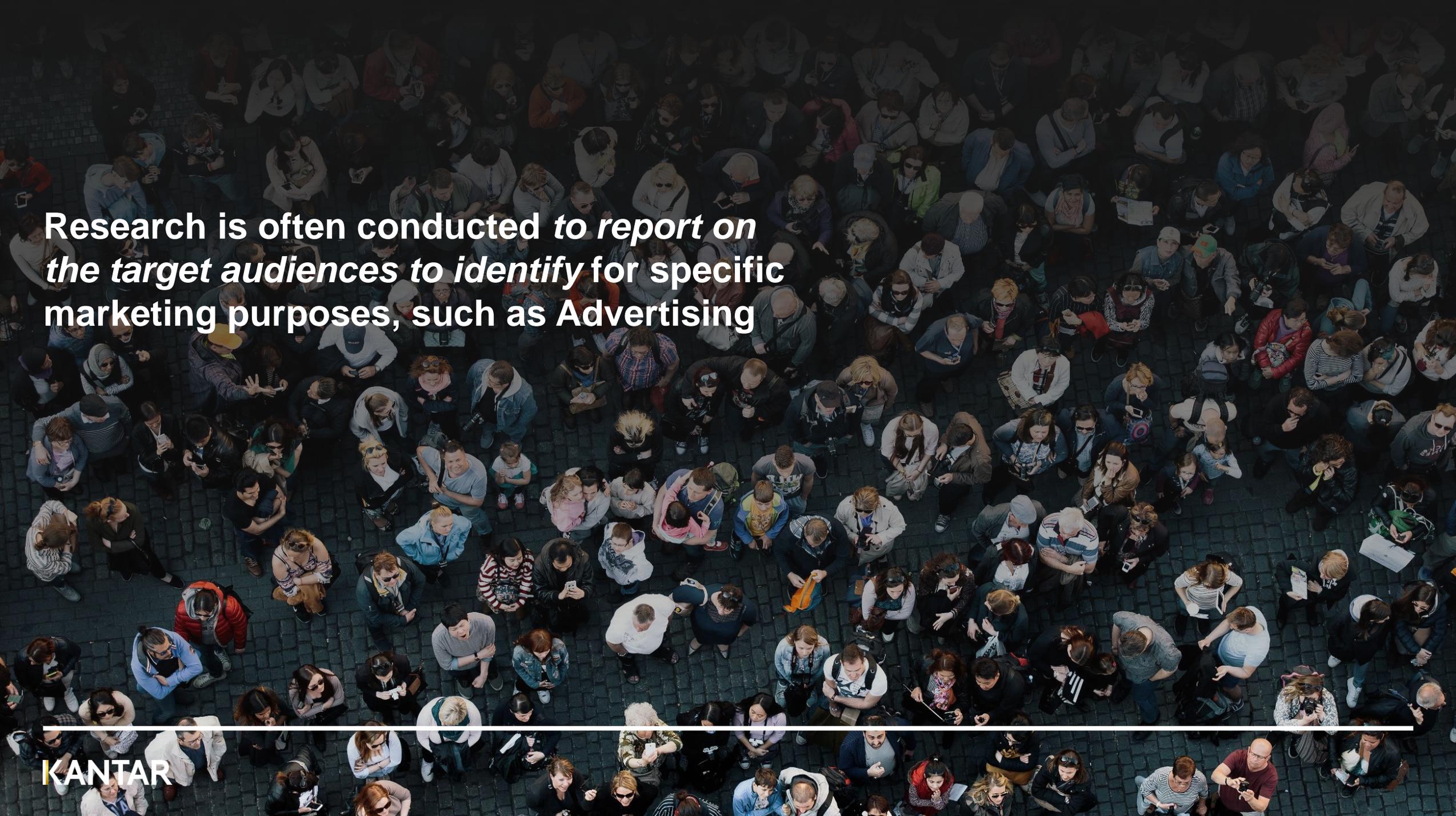
- All of DMP A's segments have a Kantar Quality score of 60% or higher
- DMP A's segments are the most accurate with higher scores across all compared to DMP B

## Impact

- Increased client confidence in using DMP A for ad targeting and/or ad measurement

### 3. Creating Unique, Targeted Audiences For Media Buying



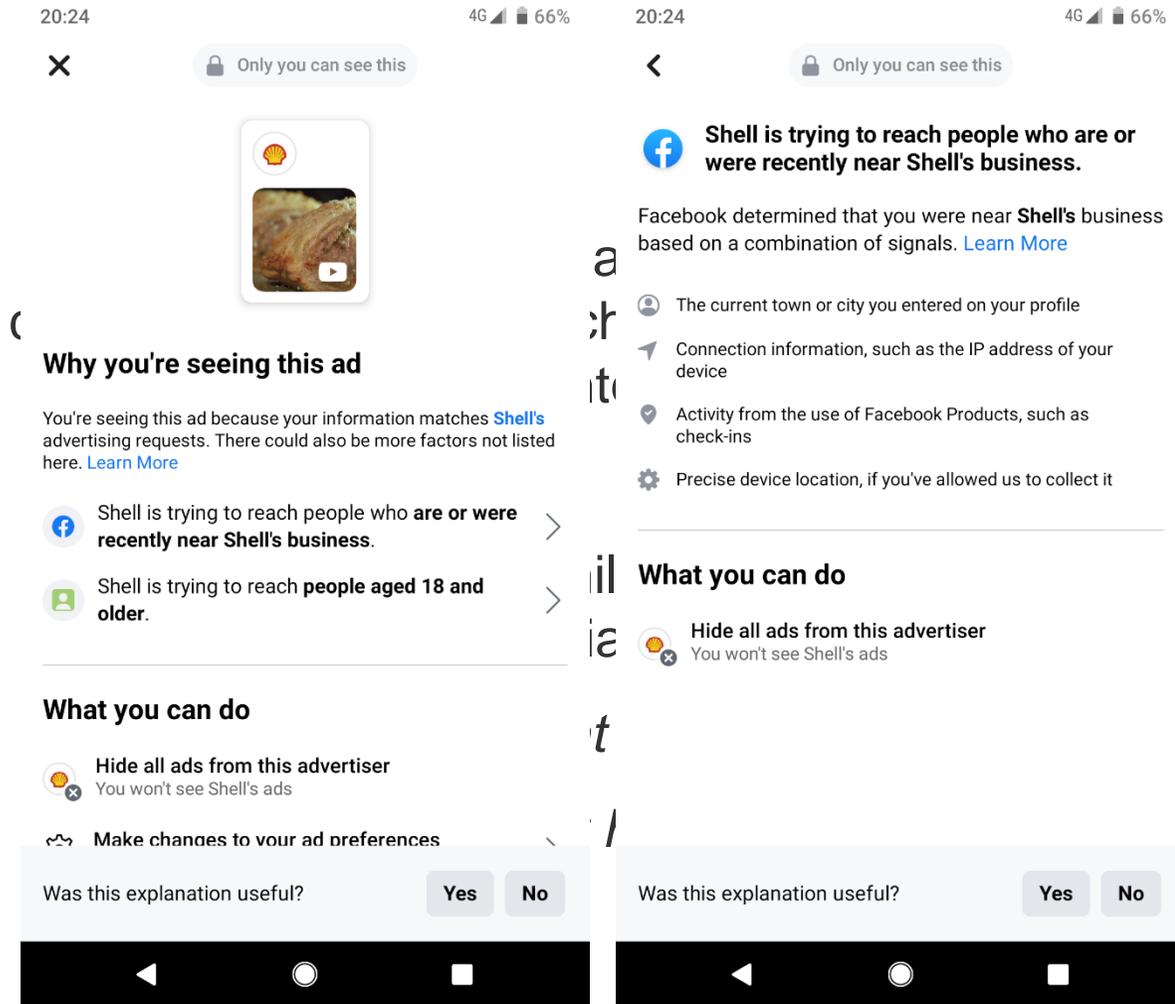
An aerial, high-angle photograph of a large, diverse crowd of people gathered on a cobblestone street. The people are engaged in various activities, some looking at their phones, others talking, and some walking. The lighting is somewhat dim, suggesting an overcast day or late afternoon. The overall scene conveys a sense of a busy public space.

Research is often conducted *to report on the target audiences to identify* for specific marketing purposes, such as Advertising

**But why stop there?**



# Effectiveness and Efficiency – two sides of the same coin...



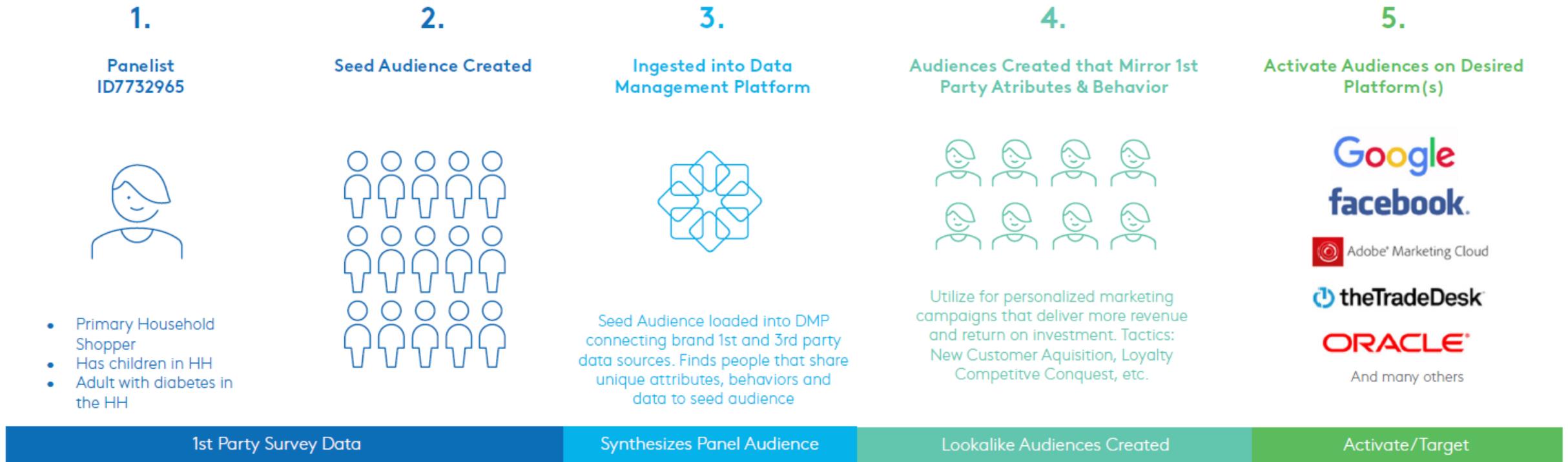
Could we reduce waste and inaccuracy by taking data-driven actions?

DISCOVER LITTLE  
WAITROSE & PARTNERS AT SHELL

Connect first party data to your ad campaign to define your audiences

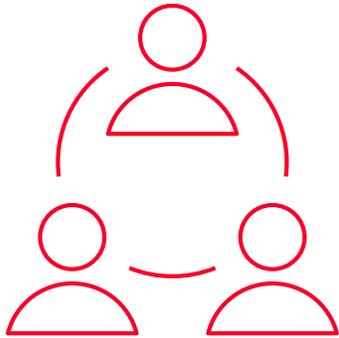
# Activating Insights

Your data can be quickly and easily activated on digital channels.



# Optimise your audience to create better targeted digital advertisement using a combination of Kantar's activation assets:

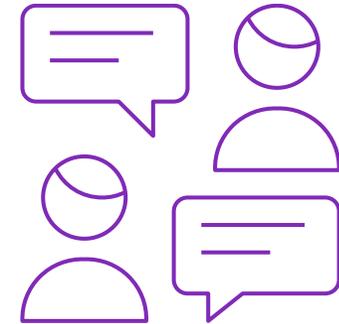
## Syndicated Audiences



## Custom Audiences

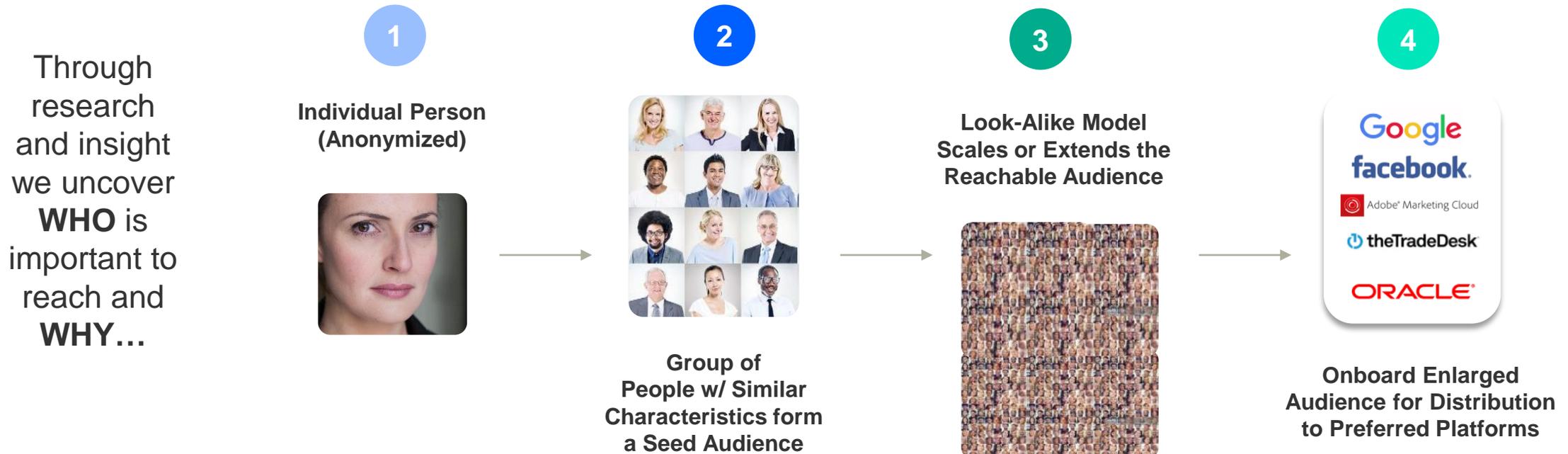


## Proprietary Audiences



# In Action: Activating from an individual to an audience...

Identify your precise audience target through segmentation, then reach them directly



# Case Study: Attitudinal Segment for Video Ad Campaign via Activate



## Challenge

- A major appliance manufacturer
- Need to target an online video campaign
- Audience is very specific to the client's own segmentation
- Consumers who are enthusiastic about cooking and who view it as an experience and not a chore.

## Approach

A typing tool, or classification questions, to identify the segment matching the audience persona

“The enthusiastic home chef willing to spend extra for premium appliances”

Segment matched as seed audience onto a third-party data management platform

## Insight

A proprietary modelled audience is created from the seed audience

Kantar's audience recommendation tool is used to find the highest-indexing syndicated audiences from Kantar

## Impact

Exclusive use of client's attitudinally-derived audience persona across video ad platforms

Forecast to provide a 70% lift in targeting success for the client's audience persona

# What does this add?

- Increased effectiveness of your media buying: you're already targeting a specific audience with the advertisement content, use the same approach to your distribution.
- See additional return on your survey investments: this approach offers a secondary usage for the survey research you already needed to complete.



**By connecting data you can gain a deeper understanding and richer, actionable audience profiles.**

**And in turn you can recognize incremental value from your research.**

Thank you



**KANTAR**