



# MEDIA PROFILER

## DEFINITION

Media Profiler is a single source solution which connects your target shoppers defined by their real purchase behaviour with their media consumption habits to help improve your media plans.

## MEDIA PROFILER HELPS YOU TO:



**ADJUST**  
your media investment.



**CHOOSE**  
the best media strategy to reach your consumers.



**MAKE DECISIONS**  
based on actual purchases rather than on their socio demographic profile.

## BENEFITS



**CONTINUOUS TRACKING**  
of purchases and brand equity.



**A ROBUST SAMPLE**  
of 20,000 / 14,000 households which means that you can be confident in making decisions even on smaller targets and brands.



**SINGLE SOURCE FUSION**  
by working in partnership with media audience suppliers which means that you can be confident in making decisions based on reliable data.

## CLIENT QUESTIONS



Which media reaches my consumers best?



Should I use press or radio?



Which website is best?



Which titles should I advertise in?



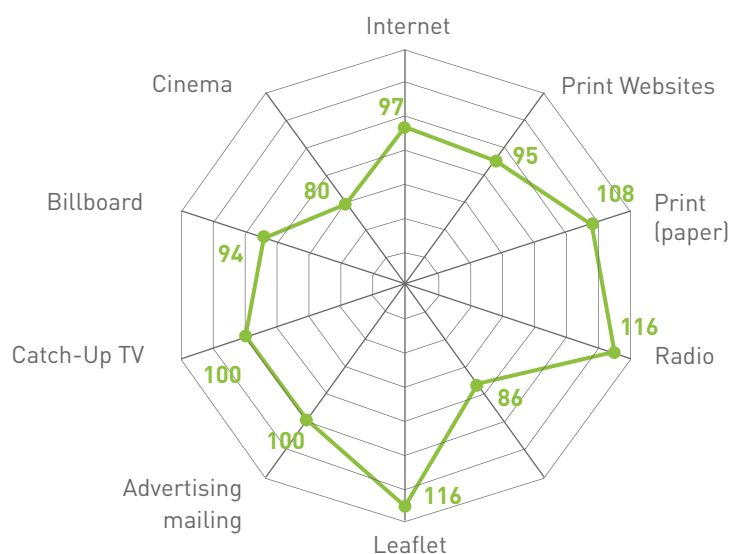
Which channel or daypart is best for my target?





## WHICH MEDIA REACHES MY CONSUMER BEST?

This target had a strong affinity with tangible print and leaflets and digitally with Google and interestingly Wikipedia.



(Index 100 = average population)

Most visited sites in the country

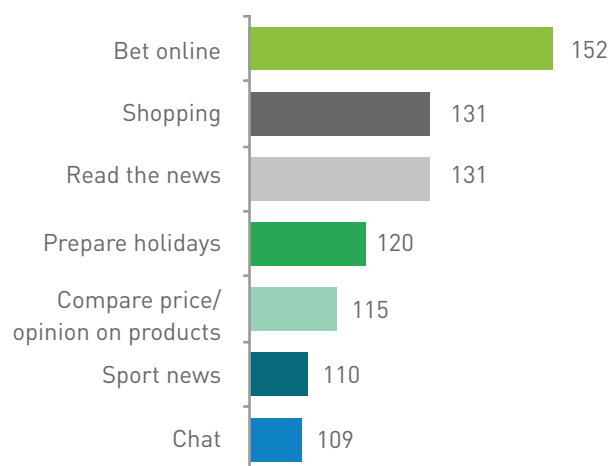
Most visited sites for my buyers

1	facebook	Google
2	Google	You Tube
3	You Tube	WIKIPEDIA The Free Encyclopedia
4	YAHOO!	bing
5	twitter	facebook

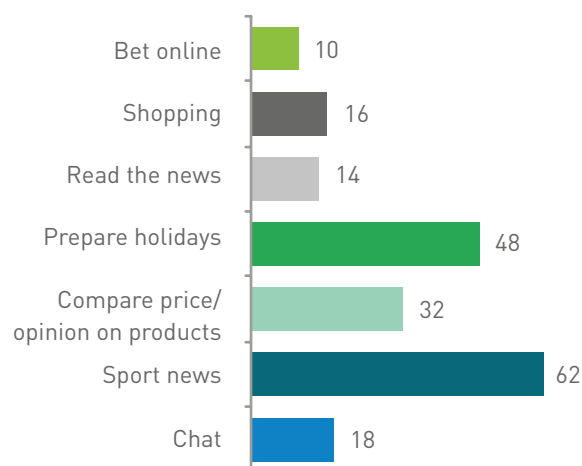
## WHICH WEBSITE IS BEST FOR YOUR MARKETING TARGET?

Focus on betting online and sports news.

AFFINITY INDEX %



REACH ON YOUR TARGET



## WHAT'S THE BEST MEDIA STRATEGY FOR YOU?

Media Profiler sits within the Media capability. To find out more about this and our other capabilities please contact your Kantar Worldpanel representative.

