

MEDIA PROFILER



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.

IT 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.

QUESTIONS



Which media reaches my consumers best?



Should I use press or radio?



Which website is best?



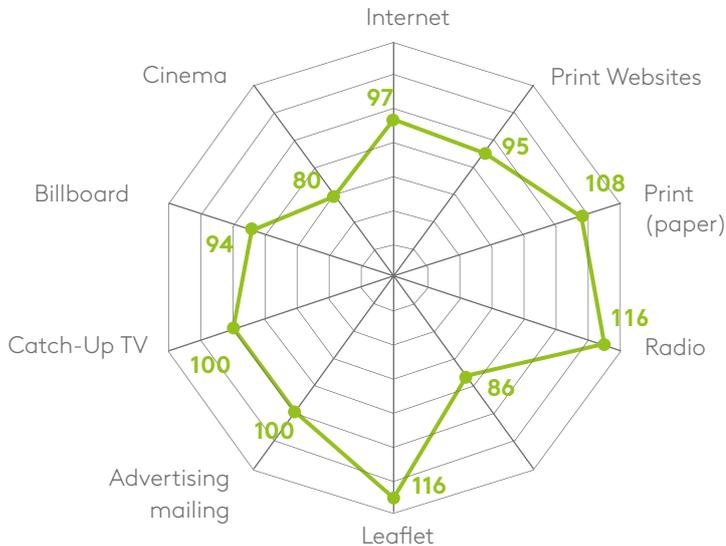
Which titles should I advertise in?



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		
2		
3		
4		
5		

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.

