

# ACTIVATE



Kantar, through Worldpanel's insights and data, helps with optimising the digital spend through audience targeting. Reach your strategic consumers in media according to their actual purchase behaviour.

## IT HELPS YOU TO



### ACTIVATE YOUR INSIGHTS INTO MEDIA

Work from the exact same strategic targets you have identified to: recruit new buyers, increase loyalty, activate your specific segmentation...



### REACH CONSUMERS THAT MATTER

by implementing Worldpanel consumer targets in platforms you or your media agency use to reach consumers that matter to your brand.



### MEASURE THE IMPACT OF YOUR ACTIVATION

using Worldpanel single source data you can accurately measure the impact of your campaign taking into account other elements of the marketing mix (loyalty, promotions, TV...).

## BENEFITS



### LESS WASTAGE AND MORE RELEVANCE

Reach consumers that matter instead of targeting people based on their sociodemographic profile which generates wastage and lack of relevance compared to a behavioural target.



### ALL PURCHASES, FROM ALL RETAILERS, IN ALL CHANNELS

The only solution that enables ability to target people based on their actual purchase behaviour from all retailers and all channels (offline and online) for optimum accuracy and reach.



### TAILORED BESPOKE SEGMENTS

Create very specific segments that are designed exclusively for your campaign thanks to all the purchase data collected at a SKU level over time.



## PLATFORMS

### DSP

Your Media agency Demand Side Platform (DSP): DV360, Appnexus, The Trade Desk, Amobee, Mediamath, Adobe Ad Cloud, IpinYou...

### DMP

Your Data Management Platform (DMP): Adobe Audience Manager, Salesforce, Lotame, Oracle, ReachMax...

### [m]platform

GroupM proprietary DMP

### Publishers

Facebook, Tencent, Ali...

### Your CRM database

CRM appending

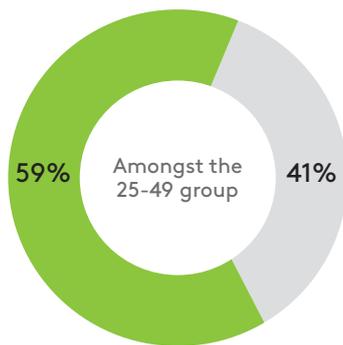
## WHY IS IT IMPORTANT TO TARGET YOUR CAMPAIGNS BASED ON BEHAVIOURAL DATA?

Example: you want to recruit new buyers for an orange soft drink by targeting households 25-49 old.

Who was reached by the campaign based on socio demo targets?

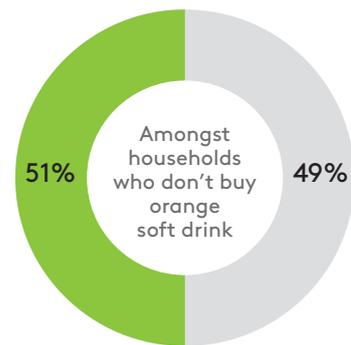
### Wastage

59% of them already buy this orange soft drink

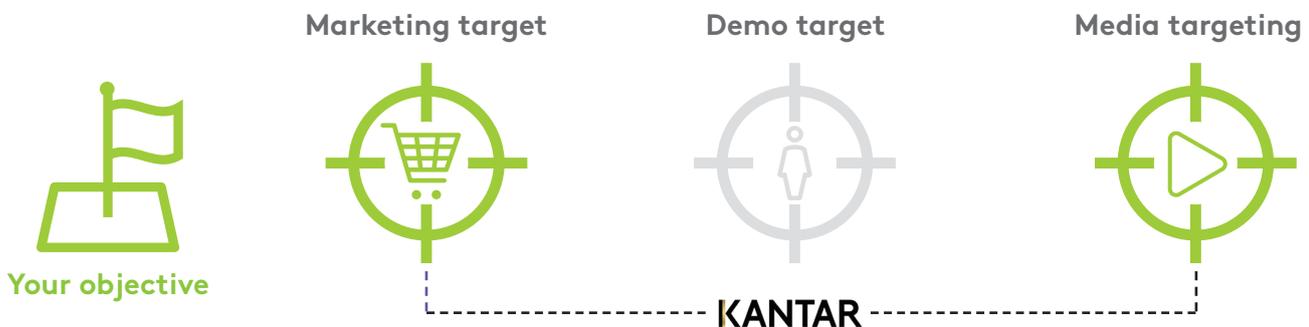


### Relevant target not reached

51% of them don't belong to 25-49 years old group



## DIRECTLY REACH CONSUMERS THAT MATTER TO YOUR BRAND



## DO YOU WANT TO REACH YOUR CONSUMERS WITH MEDIA?

Please contact [anis.abbou@kantarworldpanel.com](mailto:anis.abbou@kantarworldpanel.com) to find out more.