KANTAR

Enhanced Sample

Create Richer People Profiles for Deeper Understanding and Actionable Insights

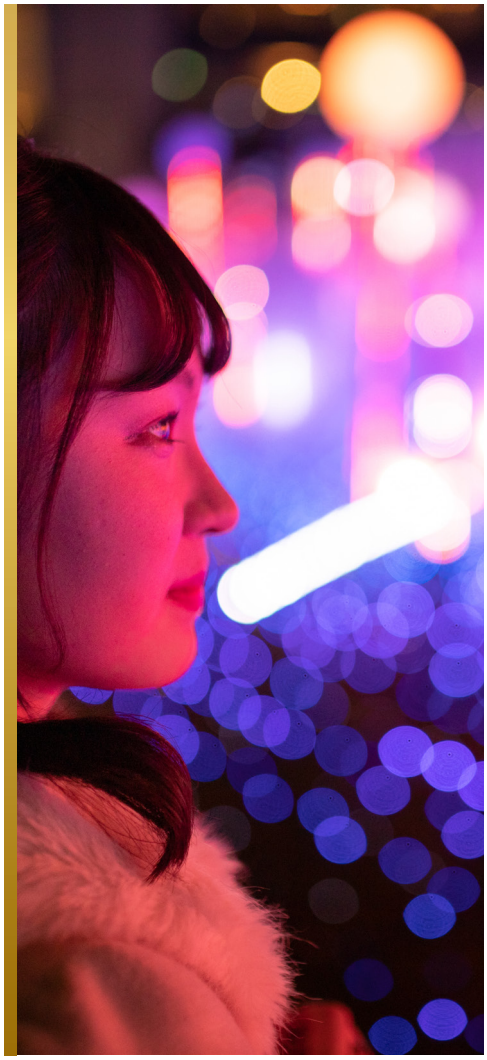
How can you make the data you already have, or is easily accessible, work harder for you?
With Enhanced Sample.

For more information please contact you local representative or visit **www.kantar.com**

Kantar's Enhanced Sample reach is made up of 45 Million survey-ready respondent profiles for whom we have an existing, proprietary connection to non-survey-based data, such as ad exposure, digital behaviour, psychographics and geo-location.

With Enhanced Sample you can:

- Enrich your survey data with Kantar 1st party data, partner 3rd party data and your own CRM database
- Create pointed audiences for media targeting and activation
- Measure ad effectiveness across different types of media
- Validate the quality of your audience segments for future campaign use



Our Solutions

Connect

Enrich people profiles and survey data with sample enhanced with a wide variety of first and third-party data sources for:

- Demographic enhancement
- Digital behaviour & metering insights
- Multi-party data linking

Kantar connects multiple types of insights sources at scale (including syndicated studies and behavioural data) to capture a holistic view of today's consumer without asking a lot of questions. The results are richer profiles of your current and potential customers.

Activate

After defining segments with Enhanced Sample, you can activate your research through media targeting, extending the value of your survey research and creating incremental revenue opportunities.

The Kantar Activate solution enables you to:

- Target: Accurately pinpoint your specific target segments at scale through advanced modelling and deliver online advertisements to these groups
- Measure: Execute brand-lift or sales-lift research to measure the results of the targeted campaign
- Optimise: Better understand how to refine advertising and targeting strategies to an extended group of consumers on an on-going basis

Validate

Authenticate the accuracy and quality of the segments you've defined with the Kantar Validate solution.

Through surveying and Enhanced Sample connections we measure and rate audience segments and validate campaigns, including:

- Digital audience quality
- Accuracy of defined segments
- Confirmation of segment makeup

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