

# KANTAR

## LifePoints



LifePoints is Kantar's proprietary double opt-in (DOI) panel that is exclusively available through the Kantar Profiles Network. Deeply profiled and highly engaged, LifePoints provides you with a compliant and rich source of first-party data. It is available in 42 countries and serviced in 26 languages.

### Recruitment and Profiling

Through the DOI process, respondents agree to country-specific terms and conditions and privacy policies. We also run several automated and manual validation and verification checks throughout the process to ensure only real and unique users join and stay engaged in our panel.

The ongoing profiling information we collect on our members spans over 20 categories and amounts to an unprecedented 4800 attributes – so you know more about them before they answer a single question. And so we can get them into the best survey-taking experience possible.



## A Panel Managed for Engagement

Our LifePoints panel is managed to give our members the best user experience possible, ensuring you collect highly engaged responses from them. They not only join a panel, they join a community.

The LifePoints website is the epicentre of our panel members activities. Lifepointspanel.com is where our community registers, learns about and participates in new surveys and studies, interacts with our community section, checks their incentive balances, and more.

We provide our panel members with a:

- Fully mobile optimised experience
- Member website that focuses on taking surveys and redeeming points
- Interactive social experience across multiple channels
- Multichannel approach to campaigning and invites – not all email!
- Brand consumers can trust
- An opt-in, consented environment where they feel comfortable providing data

For more information please contact your local representative or visit [www.kantar.com](http://www.kantar.com)