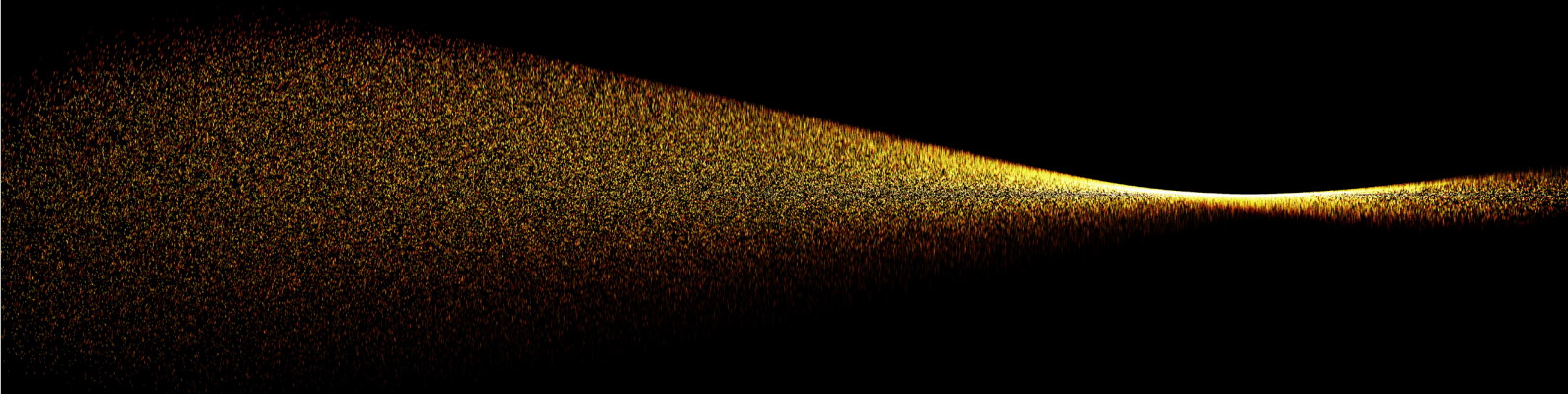


KANTAR

3 Reasons to Use the Kantar Profiles Network



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At Kantar, we are experts in collecting and connecting data. From self-reported answers to appended profiles, our **Kantar Profiles Network delivers data you can trust.**

In today's 'always-on', digitally driven world, there's certainly not a lack of data available, and 'big data' has been a buzzword in our industry for quite some time now. However, in these new times of rapid change, where the crumbling of third-party cookies and increased data privacy legislation have added pressure to ensure data collection is done compliantly, there's no guarantee that 'more' data automatically equates to 'better' insights.

Online purchase behaviour now enables us to collect an extensive amount of "what" data from customers, but it's understanding the 'why' behind these purchase decisions that is key to providing a holistic understanding of peoples' decision-making mindsets.

Here's three reasons the Kantar Profiles Network delivers deeper 'why' understanding – so you can take meaningful action that drives growth.

1. Unprecedented speed & scale

The Kantar Profiles Network delivers automated access to first-party data compliantly, with speed and at scale.

You get insights faster with Kantar because we've simplified the process of accessing your audiences and their permissioned data with our unique API-driven ecosystem of more than **100 million compliant panellists across 70 markets.** We have done so by building our network from validated suppliers around the world, and via our platform, they are accessible through a single access point.

With a reach of this size and automated access to it, we can provide you with a menu of **first-party data** options that meet your business demands – quickly, cost-effectively and at scale.



2. Exclusive access to LifePoints respondents

LifePoints is Kantar's proprietary double opt-in (DOI) panel and 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. When you conduct survey research with this community of people, you get:

- **People joining to specifically take part in research.** Through the DOI process, respondents agree to country-specific terms and conditions and privacy policies when they join to be an active voice in the market research process.
- **More information, without having to ask.** The ongoing profiling information we collect on our members spans over 20 categories and amounts to an unprecedented 4,800 attributes - so you know more about them before they answer a single question.
- **An inclusive and diverse group of people.** We welcome everyone who wants to join our proprietary LifePoints Panels, regardless of their origin, their sexual orientation, their ethnicity, as long as they pass both our unique and industry-leading quality checks validating that they are not 'fraudulent' panellists.
- **A panel managed for engagement.** We provide our panel members with a fully mobile optimised experience, a brand they can trust and a member website that focuses on taking surveys and redeeming points - an environment where they feel comfortable providing data.

3. Global focus on compliance

At Kantar, we only work with permission-based respondents and ensure data collection is done in respect of data protection regulations around the world. So, whether you're collecting data from our LifePoints DOI panellists or our programmatic supply, you can be assured that quality and compliance underpin everything we do.

The process of enhancing data with Kantar first-party or partner third-party sources is managed with panellist consent as the foundation as well. So, when you append non-survey-based data to your survey results via our network, such as ad exposure, digital behaviour, psychographics and geo-location, trust that the deeper insights you're uncovering are collected compliantly.



We use only 100% permission-based, compliant sources.

Contact us today to discover more about
the Kantar Profiles Network and how
best to leverage it to achieve your unique
business objectives.

www.kantar.com

