Introducing Kantar Marketplace
We live in a complex, connected, fast changing world

People
- More choice
- More to say
- More demanding

Brands
- More touchpoints
- More competition
- More pace
- More risks

Content and products need to be developed and launched more quickly than ever before to keep up with the faster pace of life and competitive environment.
Brands need to act and **react at speed**

“If you’re good at course correcting, being wrong may be less costly than you think, whereas being slow is going to be expensive for sure.”

**Jeff Bezos,**
Founder and CEO of Amazon
You need **fast intelligence** so you can act quickly and make timely decisions in this complex world.
Based on our validated methodologies our agile solutions focus on the core metrics to give you the insights you need – when you need them.

They form part of a suite of solutions – to give you what you need in different situations.

Meaning you can test more, more quickly and cost effectively.
Introducing Kantar Marketplace
Smart insights on demand

Kantar Marketplace is a new on-demand research and insights store that provides access to our validated quick turn solutions.

It’s the only on-demand platform that combines high quality sample, validated solutions, self-serve custom surveys and expert consulting.

- Make quick, cost-effective decisions with easy access to our validated research solutions – in as few as 6 hours
- Get quick, on-demand insight from our consumer panel with quick polls and surveys – in under an hour
- Save time and money with instant access to syndicated Kantar data, and Lightspeeds existing Quick Poll data
Introducing Kantar Marketplace
Smart insights on demand

Kantar Marketplace is the **only on-demand platform** that combines high quality sample, validated solutions, self-serve custom surveys and expert consulting.
Kantar Marketplace - your end to end research platform

**Search Existing Data**
Search for answers fast through thousands of non-proprietary permission-based questions.
LEARN MORE

**Polls & Surveys**
Save time & money. Target and Survey consumers in real time.
LEARN MORE

**Expert Solutions**
Quick, cost-effective and validated research solutions to help you make smart decisions.
LEARN MORE
With easy access to all your project insights
Maximise your advertising ROI

Our world-leading creative testing approach

**Link** evaluates how well your ad performs in areas relating to long and short-term sales before it goes live; how engaging it is, how well it builds brand associations and predisposition. And it shows exactly how to optimise your creative to stand out, create meaningful impressions and maximise success.

**Results in as few as 6 hours**

**Available on Kantar Marketplace from March 2019**

**When you need to:**

- Create winning campaigns by partnering with creative development experts who are passionate about advertising
- Drive sales and brand growth with precise direction from validated survey, neuroscience and behavioural measures
- Evaluate TV, digital and static advertising with options to fit your needs and timescales
- Nurture powerful creative to drive long-term success
Ad Now measures the in-market creative performance of your and competitor ads across multiple channels. It tells you how well your ads create lasting memories and which will generate most ROI.

**When you need to:**
- Find out which of your ads will generate maximum ROI
- Optimise investment while your ads are live
- Know what channels and creative work best for future campaigns
- Identify competitive threats to quickly take action

Available on Kantar Marketplace from March 2019

*Make fast, smart campaign investment decisions*

Know quickly how your creative is performing in-market
Providing a solution for quick, effective decision making

Link Now is a fantastic addition to the Kantar Millward Brown product range. We have always had confidence in the Kantar Millward Brown Link test results and with Link Now we can get insight into the impact and efficiency of our TV and social media video advertising within hours and at a low cost.

Our creative development process moves fast and this new innovation from Kantar Millward Brown suits our needs perfectly.”

Russell Morris
Marketing Director, amazon
Kantar Marketplace

PROVEN METHODOLOGIES
Kantar’s validated solutions trusted by 8,000+ clients

UNPRECEDENTED REACH
Access 80 million consumers worldwide

EXPERT SERVICE
Consulting support from experts in 100 countries

DATA AT SCALE
Connect to over 20,000 permissioned profile attributes

AFFORDABILITY
Low-cost solutions to meet your budget

SIMPLECTY
Intuitive self-serve interface

SPEED
Instant access to existing research data
Supported by relevant expertise worldwide

**GLOBAL NETWORK OF SPECIALISTS**
- 40+ years experience
- 50,000 brands

**THOUGHT LEADERS**
- Regular industry publishers

**RESEARCH EXPERTS**
- We’ve spoken to more people than any other agency and know what makes people tick

**MASB APPROVED**
Solutions demonstrating the connection between our advice and your marketing success and financial performance

**WORLD-LEADING**
Validated techniques and equity systems applied in fast automated and globally scalable solutions

**KANTAR**
Unique access to Kantar data and data and experts
Smart On Demand
SURVEYS: INSIGHTS: DATA
Your end-to-end research platform