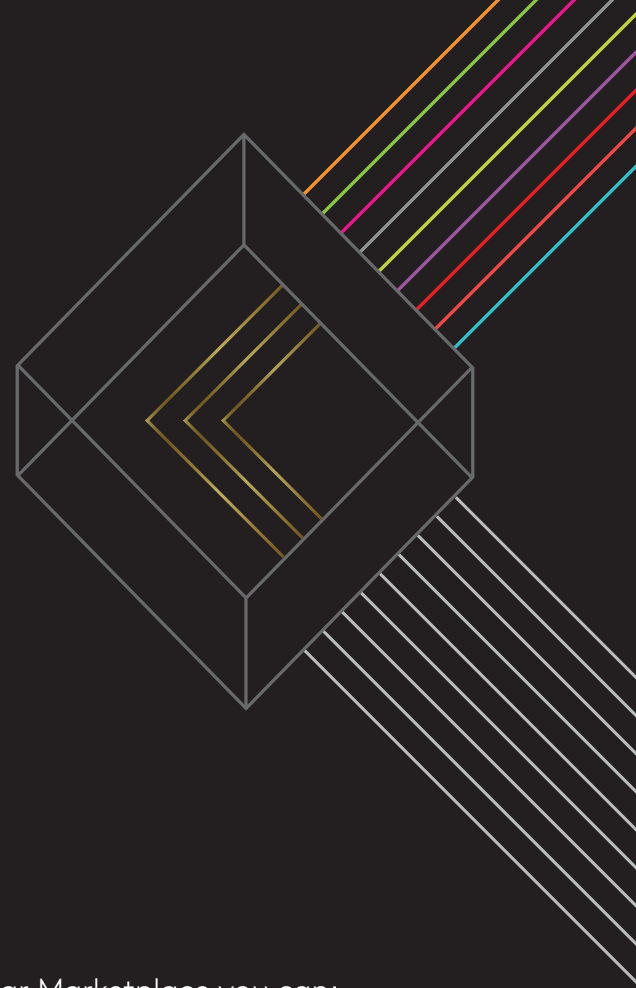


# KANTAR MARKETPLACE



## Smart On-Demand Insights

We live in a complex, connected, fast changing world with more communications, channels, products, services and competition than ever before. To thrive in this extraordinary world, you need insights at the speed of business.

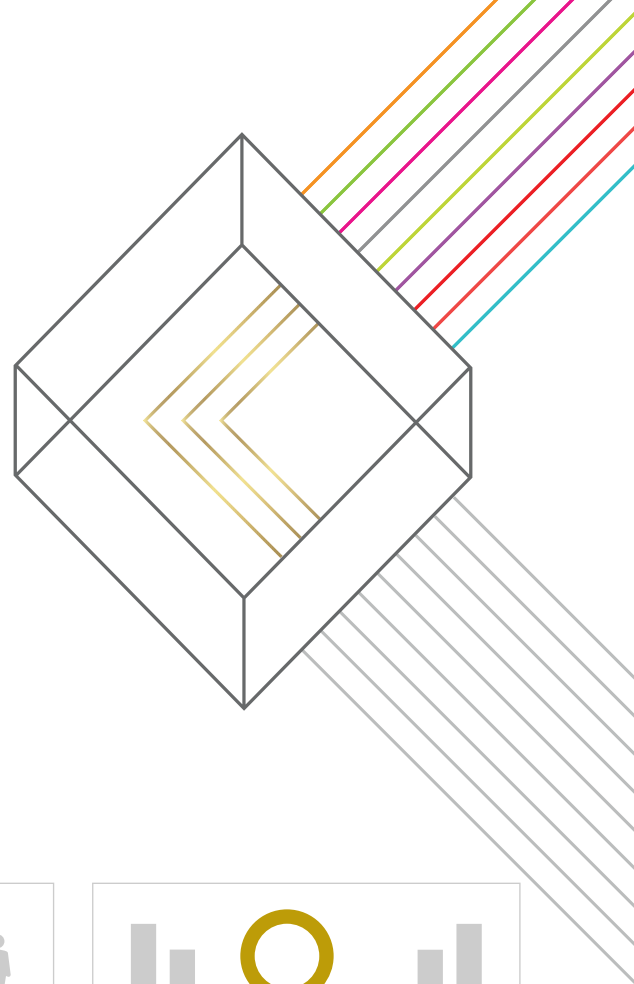
Fast intelligence to help you act quickly and make timely decisions.

**Kantar Marketplace** is a new research and insights store that offers fast access to data and quick turnaround solutions from Kantar. It is the **only on-demand platform** that combines high quality sample, validated solutions, self-serve custom surveys and expert consulting.

With Kantar Marketplace you can:

- **Make quick, cost-effective decisions** with easy access to validated research solutions – in as few as 6 hours (Expert Solutions)
- **Get fast, on-demand insights** from our consumer panel with quick polls and surveys – in under an hour (Polls & Surveys)
- **Save time and money** with instant access to syndicated Kantar data and Lightspeed's existing Quick Poll data (Search Existing Data)

# KANTAR MARKETPLACE



## EXPERT SOLUTIONS

Access Kantar's growing portfolio of quick turnaround solutions. Pre-test your TV, digital, outdoor, print or point of sale advertising in as few as 6 hours and drive ROI on your media spend with our validated Link solutions. Or measure the in-market performance of your ads, or competitor ads, across multiple channels with Ad Now.



## POLLS & SURVEYS

Quick Polls will provide answers to your questions in under an hour. When more detail is needed, our DIY Survey tool will allow you to write and launch your own surveys to a targeted audience. Launching later in 2019, but US clients can sign up now to be a part of our private beta group.



## SEARCH EXISTING DATA

Answer pressing questions with access to a wealth of existing insights starting with Lightspeed's Quick Poll surveys. Sign up to be a part of our private beta group to be first in line to try it out.

## Why Kantar Marketplace?

Kantar Marketplace brings the most comprehensive consumer insights together in one place - quick access to existing insights from across the Kantar network and direct, cost effective access to bespoke surveys and expert solutions, so you can make better, faster decisions.

Access Kantar's  
validated solutions  
trusted by  
**8000+ clients**

Reach  
**80 million**  
consumers  
worldwide

Connect to over  
**20,000**  
permissioned profile  
attributes

With consultancy  
from experts in over  
**100**  
countries

Contact your Kantar representative for more information.