

AI-enriched foresight to power your marketing decisions, every day



You get a regular feed on your business numbers on sales, customers onboarded, website visits, app downloads etc, but you are missing insight on how your most valuable intangible asset - your brand - is shaping up in the minds of your customers.

Request a demo at kantar.com/marketplace

You have all outcome metrics of your business performance, but you also need a good understanding of how healthy your brand is and how nurturing your campaigns are in building your brand. Working without a brand tracking programme is like shaping clay on a potter's wheel without a light source.

When you need to:

- Know the health of your brand in the minds of your customers - not just current, but potential too
- Know these at the speed of your business decisions: nearly daily
- Respond to opportunities or threats lying ahead in the short term

With BrandDynamics

- You see in real time how your brand and your competitors' brands are shaping and growing in the minds of your customers
- You can invest your marketing resources in the right place at the right time, track your brand and your competitors in real time
- AI-enriched forecasts on business-leading metrics become the light source as you shape your brand

About Brand Expertise

At Kantar we bring together a wide range of tools, services and expertise to give your brand clarity and direction to unlock more brand value than ever.

With decades of global brand expertise, we're uniquely placed to connect brand strategy and analytics with tech and a wide range of services helping your brand to outperform the competition.

KANTAR

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.