

Customer 360: Unified customer view to power smart customer centric decisions

Customer 360 offers a unified, holistic view of each customer, consolidating data from diverse sources to empower businesses in delivering personalized and consistent experiences across all channels

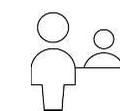
Overview of Customer 360 process



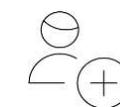
.. and many more types of data sources



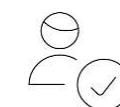
Key information from the customer



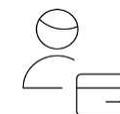
Monthly Active Users for a streaming platform grew by **81%↑**



Incremental sales from dynamic customer activations **14%↑**



Speed of customer level decision making increased by a factor of **2X**



Marketing ROI grew significantly, and the analyses was faster by **60%**

Future with Kantar's Customer 360 solution:



Create and visualize a unified view of each customer



Tailor experience and journey for every customer at scale



Activate insights easily, take faster data driven decisions



Enable AI powered data driven decisions