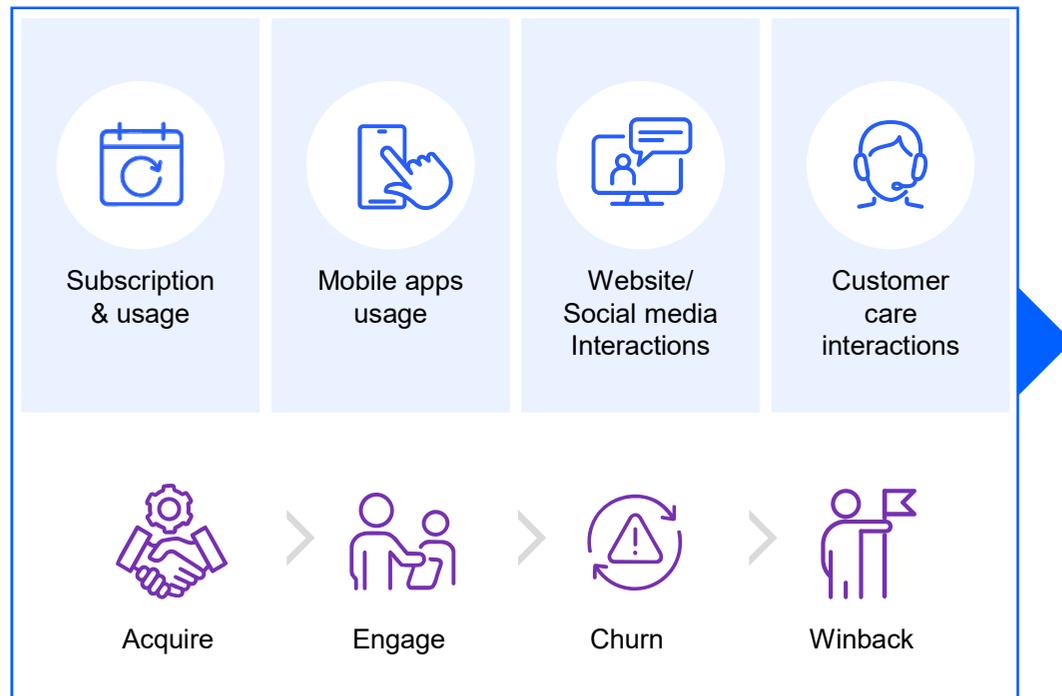


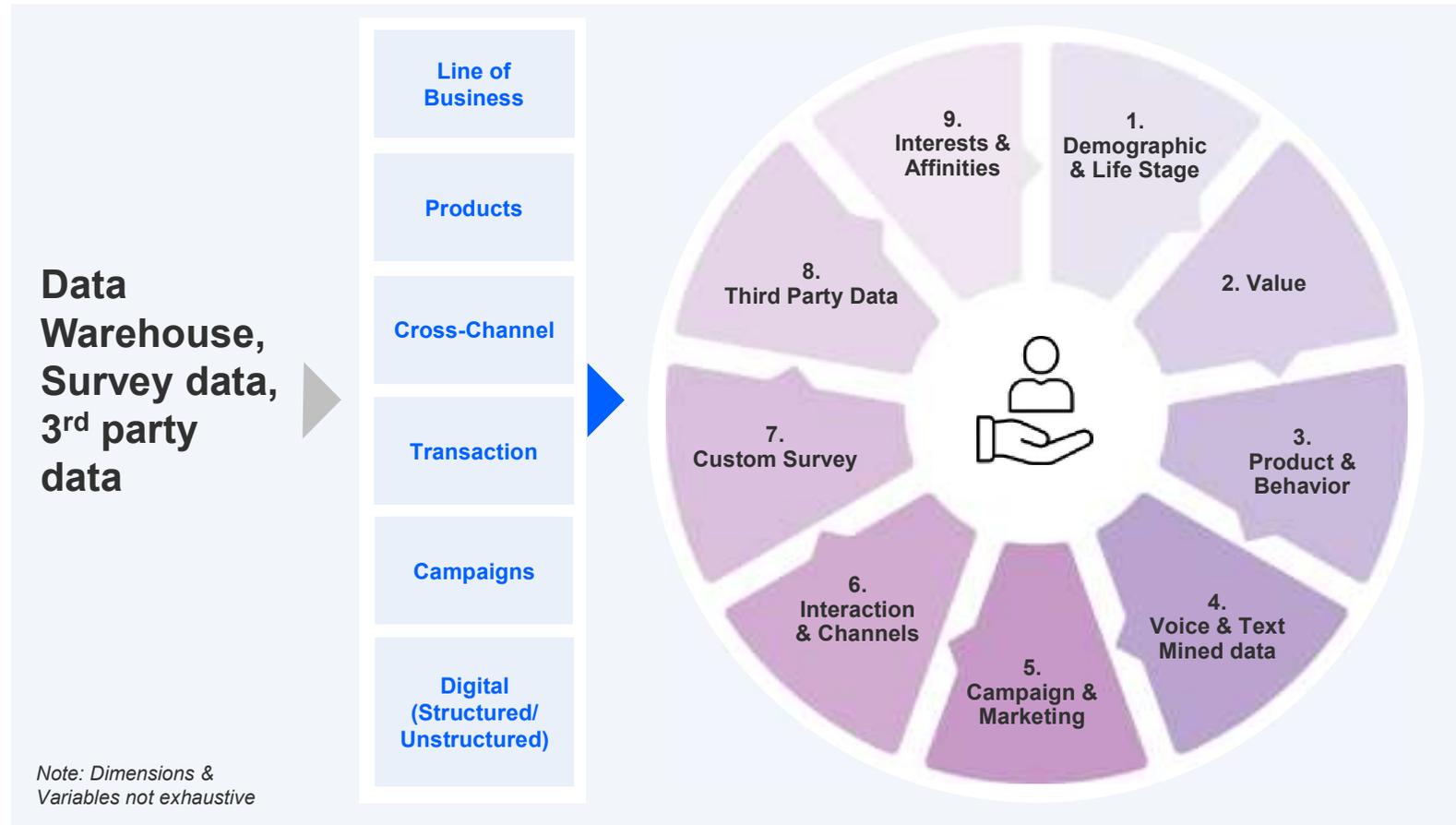
From Fragmented Journeys to Unified Insights: Building Customer 360

A customer's relationship with a brand includes wide variety of touchpoints, multiple interactions, and different customer journey paths



Holistic view of the customer is key to building sustainable relationships

Customer 360: A Scalable Data Model and Accelerator Powering Analytics with Purpose-Built Attributes



Comprehensive Data: Integrates traditional, alternative, and third-party data.

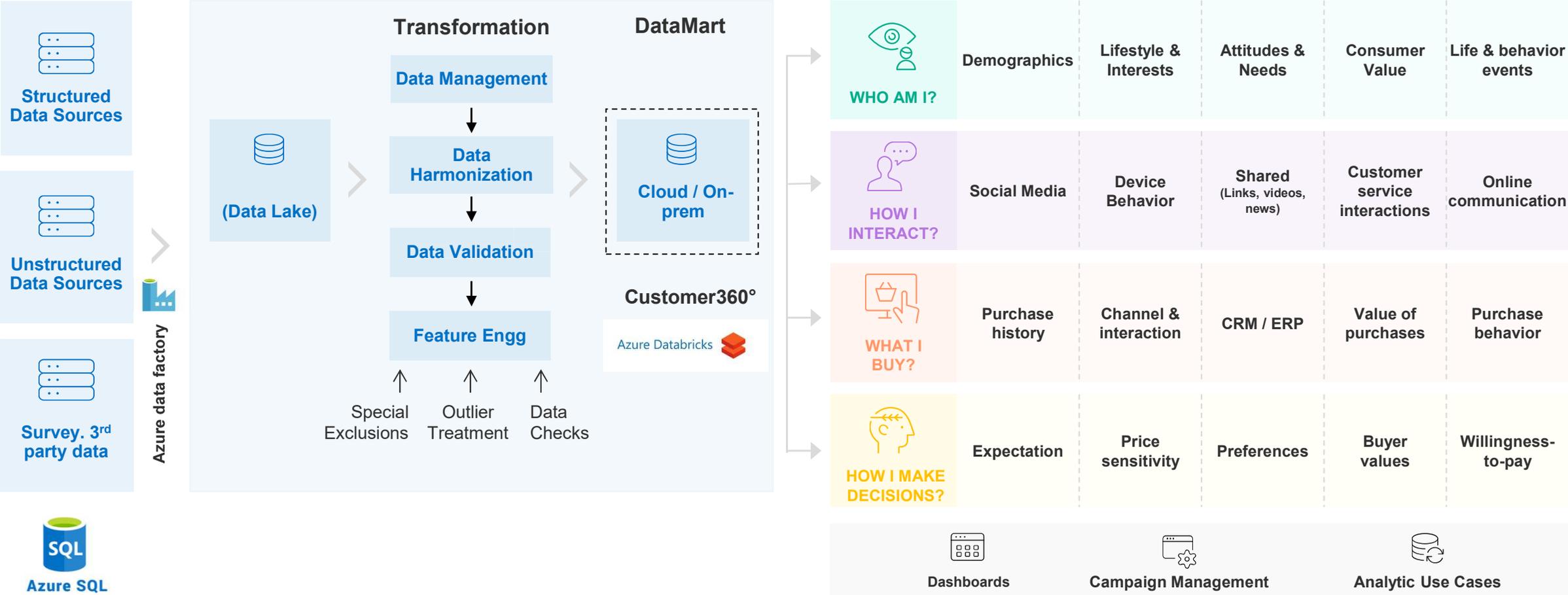
AI-Ready: built-in feature engineering derived attributes for better predictive models.

API-Driven: Provides real-time access for frontlines and other systems.

Accelerated Build: Uses agile sprints and pre-built code for custom implementation.

Flexible Development: Solution developed in Sprints. Agile production & development cycle

Customer360 can be built on client or Kantar platforms and integrated with frontline systems with an API layer



Why Kantar? Our Customer 360 solution combines our understanding of your business needs with latest in data engineering technology



Connect the dots

Solution designed led by experts in your sector who understand your business needs

Customized to answer most pressing business questions



Faster time to insight

Extensive experience in analyzing customer experience.

Built-in **AI/ML accelerators** help reduce manual effort and time for marketing data enrichment



Future proof solutions

Proven capability in using latest in data engineering solutions.

Execution/Deployment on **your servers or on cloud** (Azure/GCP)



Data enrichment

Knowledge and experience with integrating 3rd party data.

Partnership with leading 3rd party data providers.

← Increase your productivity and impact of data while decreasing time and costs →