

Insights at the speed of business - designed for you



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 regular, on-demand insights that are robust, easy to access and consistent, so your organisation can act quickly and with confidence. Kantar Marketplace provides fast access to insights based on proven frameworks, plus existing insights.

For more information please contact your local representative or visit www.kantar.com

Kantar Marketplace Enterprise is a powerful, easy-to-use, proprietary platform built around your businesses' specific needs, so you can:

- Quickly test your ads or concepts with best-in-class solutions from Kantar Marketplace
- Tailor Kantar's expert solutions to better address your specific needs
- Leverage a wealth of existing Kantar data and create DIY surveys
- Automate research solutions to meet the individual needs of your business
- Access target audiences quickly with automated sampling from Profiles - the industry's largest research network
- Seamlessly deliver insights across your organisation with configurable dashboards
- Create an integrated insights platform that will evolve with your needs

Why Kantar Marketplace Enterprise?

Kantar Marketplace Enterprise offers unparalleled flexibility in the way you generate and disseminate insight throughout your organisation. Whether you need simple DIY research or the ease of fully serviced solutions with our expert consultancy, we can deliver them all through one platform configured for your brand.

- Access Kantar's validated solutions trusted by 8000+ clients
- 88 million consumers worldwide
- Connect to over 4,800 permissioned profile attributes
- Your research solutions fully automated
- With consultancy from experts in over 100 countries

Make better, faster decisions with access to relevant consumer insights and validated solutions from Kantar Marketplace, plus your own automated research solutions in a platform configured to your specific requirements.

KANTAR MARKETPLACE

