

Kantar Worldpanel Partners With Facebook To Expand Advertising Measurement Service

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Kantar Worldpanel has formed a global partnership with Facebook that brings Facebook mobile ad exposure data into Kantar Worldpanel's Consumer Mix Model (CMM) service.

The enhanced CMM tool combines Facebook's mobile ad exposure data (in addition to desktop) with Kantar Worldpanel's continuous consumer packaged goods (CPG) purchase data to provide brands with an accurate assessment of the effectiveness of their cross-media advertising campaigns.

The advertising landscape has witnessed rapid change in recent years as brands increasingly turn to digital formats. In April Facebook announced that its advertising revenue had grown by 57 percent to \$5.2 billion in the first quarter of 2016 alone, with advertisers drawn to its increasingly large user base.

The tool allows brands and advertisers to understand the real impact of individual advertising campaigns on actual sales and the contribution Facebook and other media have on their return on investment. This in turn will help them to optimise their media planning and ultimately improve the efficiency of their media investment.

Josep Montserrat, chief executive of Kantar Worldpanel, comments: "The partnership allows our experts to build a solid understanding of how advertising works and the role that Facebook plays in a wider campaign context. Working with Facebook will allow us to inspire even better decisions to optimise advertising budgets and maximise advertisers' return on investment."

Patrick Harris, director of Global Agency Development at Facebook, said: "We believe that strong partnerships with our agency partners are key to providing advertisers with the tools they need to measure true business value on Facebook. We are excited to help inform Kantar Worldpanel's Consumer Mix Model solution by bringing in our mobile ad exposure data in a privacy-safe way."

Kantar Worldpanel's continuous CPG purchase panels are already widely used by the advertising community worldwide to understand the effect of cross-media advertising. Its measures take into account in-store promotions and consumer loyalty to determine the full picture behind consumer purchase behaviour.

Kantar Worldpanel's new service is now available in the UK, France, Spain, Portugal, Brazil, India, South Korea and Taiwan, with additional Asia Pacific and Latin American countries to follow throughout 2016.

This partnership with Facebook is part of a wider alliance between WPP and Facebook to activate WPP's data proprietary assets within Facebook, which was announced in April 2015.