Mobile Metering at Kantar

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Head of Innovation | Global Operations

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# KANTAR

## Challenges with mobile metering





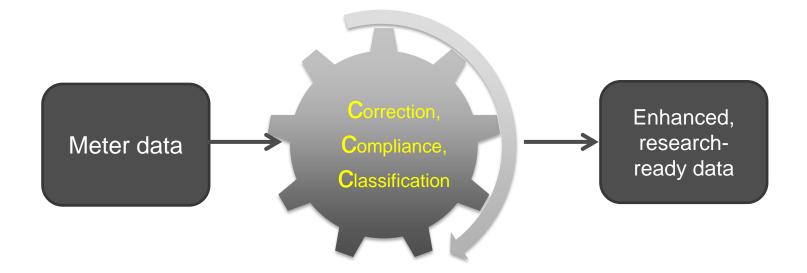


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#### Kantar's mobile behavioural unit

#### Vendor management - central support, MSA, SLA



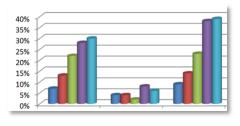
Internal support for Kantar resarchers and clients



#### Value of mobile behavioural data



## Research methodologies



Behavioural quant



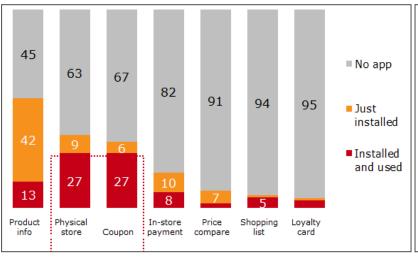
+ Survey

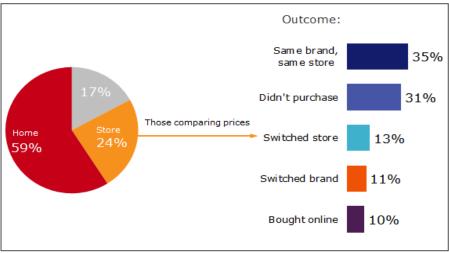


Digital ethnography



## Case study 1: TNS study of shoppers

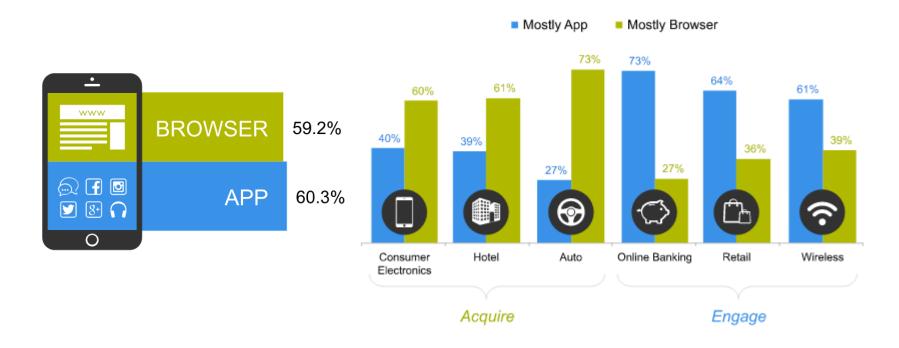








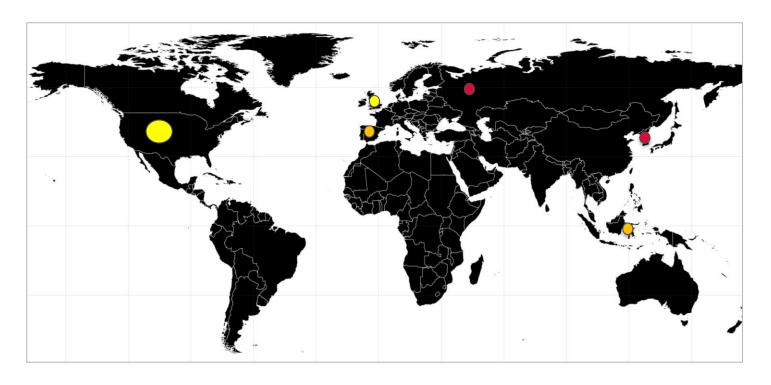
#### Case study 2: mobile landscape study







# Global capability





## The future







