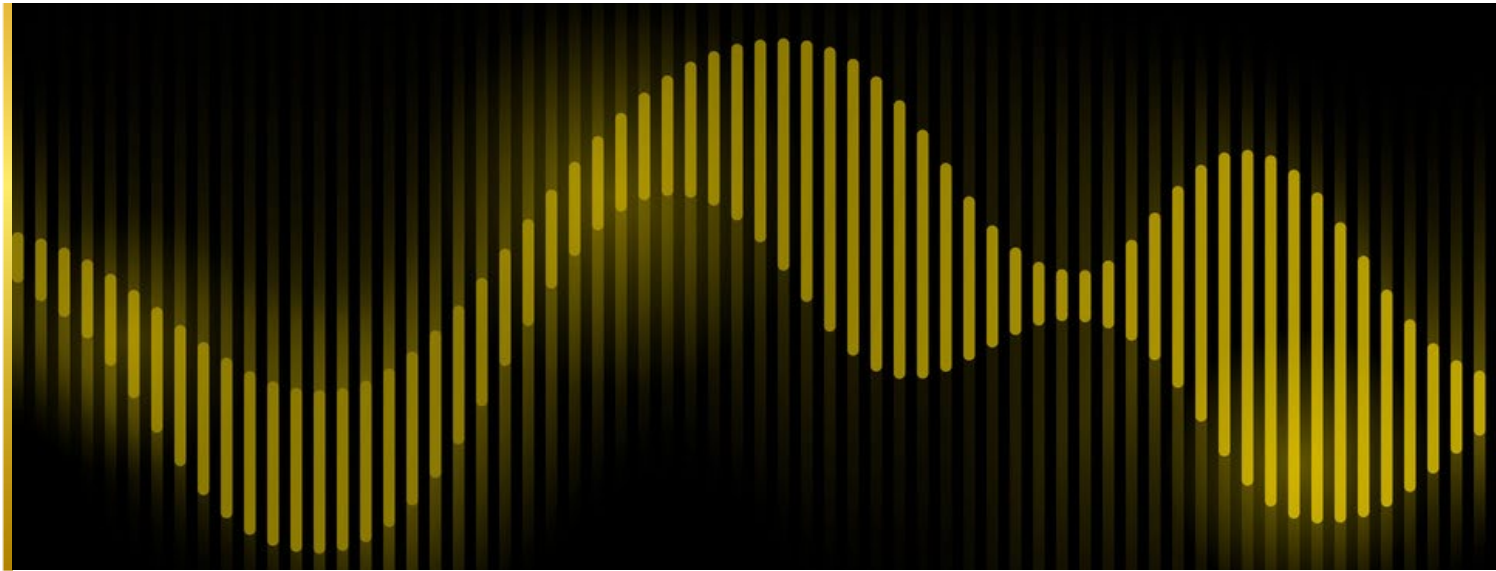


TGI Data Analysis



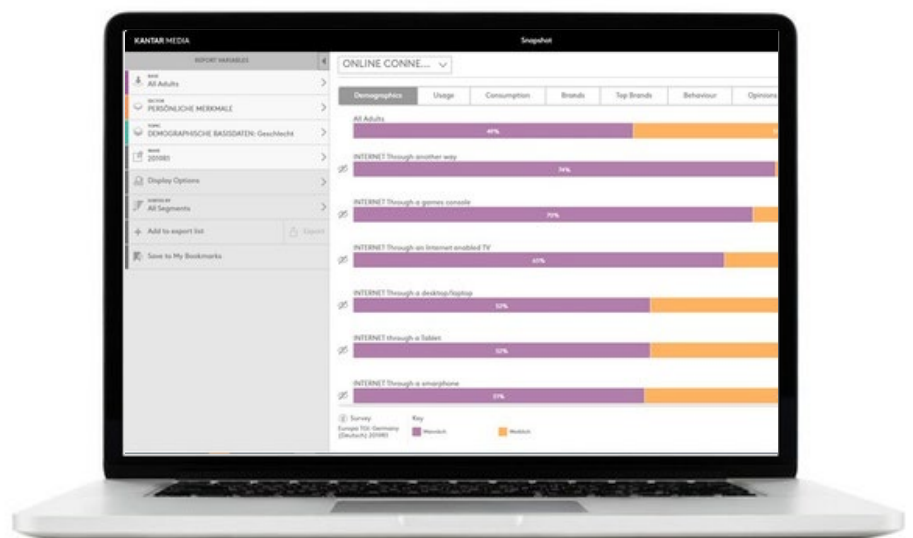
Our suite of data analysis applications makes it quick and easy to uncover the right insights for the right needs. They provide access to the vast amount of connected consumer intelligence in our TGI Consumer Data services. And they do it on a sliding scale which becomes more sophisticated with the user need.

The tools are available online, and on tablets, providing universal access to our TGI Consumer Data services in any place and at any time.

They are designed to meet different needs at different levels by providing easy-to-use interfaces which present and visualise data clearly and easily.

TGI Snapshot

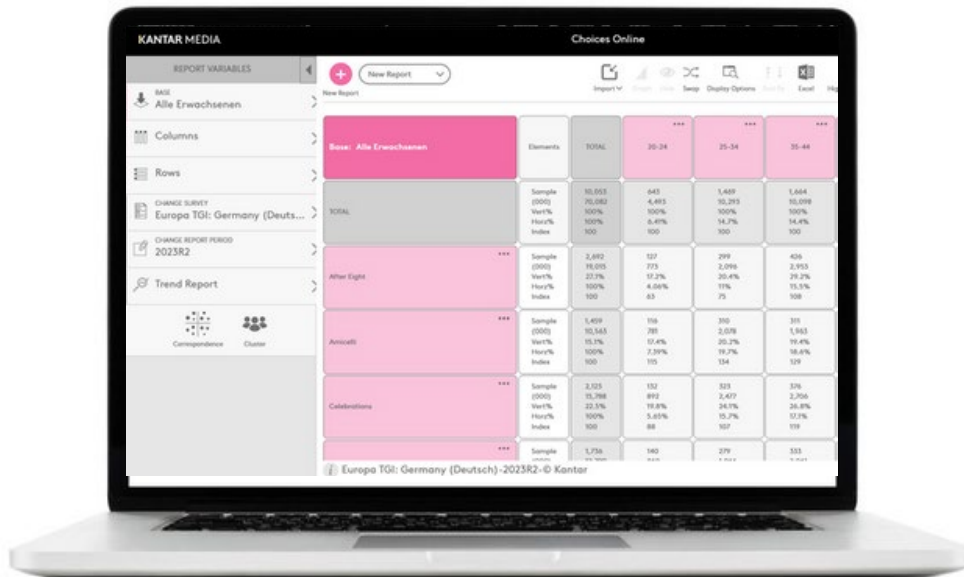
Our audience profiling tool provides entry level access to TGI Consumer Data.



- Strong data visualisation features and quick off-the-shelf insights.
- Intelligence on broad audiences and how they relate to brands and products.
- The Target Builder module offers functionality for advanced audience profiling and targeting.
- An interface that is easy to use and removes the potential for analysis error.

TGI Choices

Our customer segmentation and targeting tool enables a deep analysis of all TGI Consumer Data



- Advanced analysis to define or identify target audiences in an intuitive way.
- An effective media planning tool to shape meaningful marketing and media strategies.
- Flexible manipulation of metrics with a wide range of data analysis functionalities.
- Engaging interfaces to uncover relevant consumer findings by focusing on the relationship between consumer variables.

A web-based application with stream-lined functionality for users with advanced analysis and on-the-go analysis needs. Functionalities include:

- Crosstab, target comparison, trending and ranking functions
- Cluster analysis, media reach and frequency and optimisation reports
- Advanced target coding

The app can be accessed anytime, anywhere from:

- Desktop computers
- Laptops
- Ipads

The app is compatible with Chrome and Safari.

Enhance your data platform with Consumer Intelligence from TGI Consumer Data



TGI Target Export allows you to quickly access TGI Consumer Data to discover what data you would like to call using the TGI Aggregate API and then feed into your data platform of choice.

You can easily leverage Kantar's high quality, syndicated data through our TGI API to enrich your Consumer Intelligence.



Access the dictionary in the TGI Target Export app.



Define the list of target audiences.



Export the list in JSON or tab csv format, including target label, expression (keywords and logic) and counts.



Use expressions to make crosstab calls to the TGI API.



Access analyses of TGI Consumer Data on your own data platform and dashboard of choice.