

WPP's Data Alliance and Facebook Partner Globally to Activate Data to Deliver People Based Marketing Solutions and Insights
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- Partnership across WPP operating companies including GroupM, Kantar Worldpanel and Wunderman's KBM Group is focused on collaboration, innovation and building data-driven solutions to deliver more personalized brand experiences on Facebook

NEW YORK, April 7, 2015 /PRNewswire/ -- WPP's Data Alliance and Facebook have deepened a global partnership giving marketers access to new data-driven solutions that deliver personalization at scale on Facebook. This multi-year partnership is centered on bringing new audience building and measurement tools to market.

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For the first time, marketers can activate WPP's proprietary data assets within Facebook. Data assets from GroupM, Kantar and Wunderman's KBM Group will be connected and activated on Facebook, in a way that respects consumer privacy. WPP's marketers, planners and buyers will have access to unique combinations of WPP and Facebook data assets, enhanced insights, and new audience building solutions. This will help WPP clients effectively create campaigns across all Facebook ad formats, including video, photo, and link ads on both mobile and desktop. Enabling tools that let marketers reach real people across all devices allows marketers to more effectively draw connections between online marketing and real business outcomes.

WPP companies will also work with Facebook to pilot new data-driven solutions to better measure effectiveness with online and offline sales impact in multiple countries, enhance mix modeling and deepen Facebook Insights.

Lastly, there will be joint research and thought leadership on new metrics, services and solutions that help brands better leverage Facebook to reach consumers.

"We gather insights on millions of consumers each year on what people buy and why, including product assortment, retail strategy, brand health, copy testing, campaign effectiveness, media measurement, earned media monitoring and purchase data," said Eric Salama, CEO of Kantar. "Now we can leverage those learnings for our clients and make them actionable on Facebook."

"Facebook and WPP companies work well together," said Harvey Goldhersh, Chief Data Officer of GroupM. "It was only natural we would want to find more ways to work smarter together. As strategic partners, we want to bridge the measurement gap for brands and help clients develop more meaningful relationships with consumers. This partnership allows us to do that through collaboration, innovation and data activation."

"KBM Group cultivates data that allows marketers to paint rich pictures of consumers," said Gary S. Laben, CEO of KBM Group and Global Chief Data Officer of Wunderman. "Of equal importance is helping brands interact with consumers in ways that will delight the consumer. This partnership with Facebook provides a very meaningful way to help clients connect with consumers in highly-relevant ways, even in emerging markets."

"We are committed to deepening our partnerships with the agency ecosystem across technology, media, and data," said Patrick Harris, Director, Global Agency Development at Facebook. "This global data partnership lays the foundation to provide WPP clients choice in the data they use for media solutions and the proper tools to effectively measure tangible business results on Facebook."

About Data Alliance

The Data Alliance is the WPP company that supports the Group's data business by enhancing access to data and data-driven marketing applications. The Data Alliance leverages a global network of expert leaders in market research, analytics, CRM, media and digital to deliver a solution-neutral and holistic perspective on the Group's data strategy and solutions. It drives internal and external data partnerships and connects

WPP's centers of excellence to address client challenges in the world of big data. For more information, visit www.dataalliance.com

About WPP

WPP is the world's largest communications services group with billings of US\$76 billion and revenues of US\$19 billion. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including advertising & media investment management; data investment management; public relations & public affairs; branding & identity; healthcare communications; direct, digital, promotion & relationship marketing and specialist communications. The company employs over 188,000 people (including associates and investments) in over 3,000 offices across 111 countries. For more information, visit www.wpp.com.

WPP was named Holding Company of the Year at the 2014 Cannes Lions International Festival of Creativity for the fourth year running. WPP was also named, for the third consecutive year, the World's Most Effective Holding Company in the 2014 Effie Effectiveness Index, which recognizes the effectiveness of marketing communications.

About Facebook

Founded in 2004, Facebook's mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

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