Mobile Metering at Kantar

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Head of Innovation | Global Operations

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KANTAR

Challenges with mobile metering





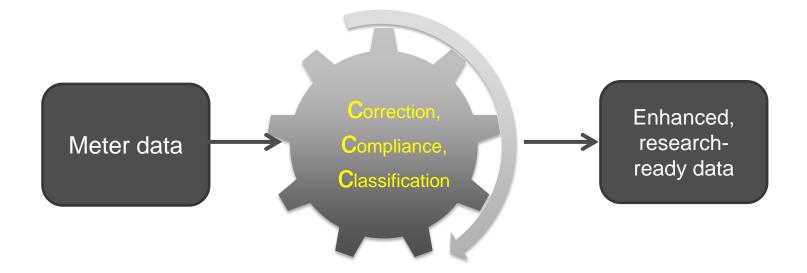


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Kantar's mobile behavioural unit

Vendor management - central support, MSA, SLA



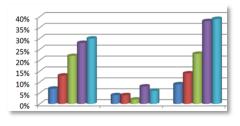
Internal support for Kantar resarchers and clients



Value of mobile behavioural data



Research methodologies



Behavioural quant



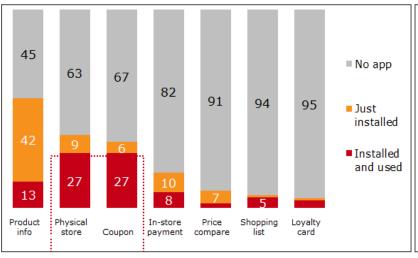
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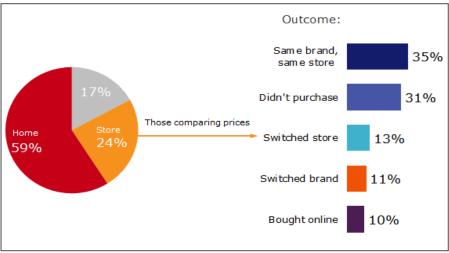


Digital ethnography



Case study 1: TNS study of shoppers

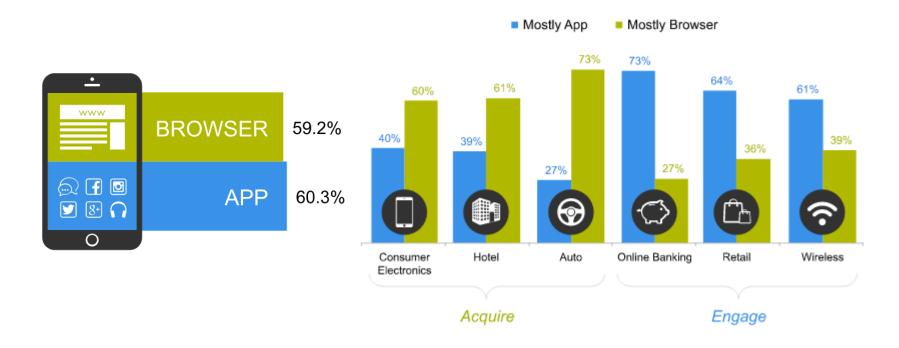








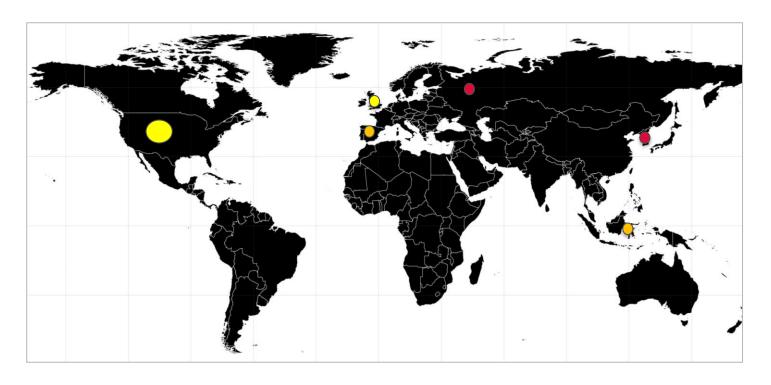
Case study 2: mobile landscape study







Global capability





The future







