# KANTAR

## COMPETITOR ANALYSIS

How good are your competitors really? We'll tell you!



### Competitor Analysis

At Kantar, we merge state-of-the-art tracking technology with high quality global panels to create custom Al-driven analytics solutions to solve your operational challenges.

Most tracking solutions we offer are easily scalable with no significant infrastructure investment (unlike traditional RFID technology used in most standard transit-time surveys), which is particularly useful if investment is limited or a market with lower infrastructure needs testing.

Crucially, we can work with your business to integrate our devices with other operational data sources, building models that help not only identify issues but predict when they might occur again.

### **Competitor Analysis**

How do your competitors differ in their handling of mail? Have they found operational efficiencies that you could benefit from? How are your competitors meeting their challenges?

By using our devices, we can seed test mail in places traditional measurements can't measure, potentially giving crucial information about how other networks run their operations. This can be particularly useful for marketing and sales activities – imagine being able to prove that your product out-performs your competitors!

#### Why partner with Kantar?

Over the last 25 years, our highly skilled, dedicated panel management teams have gained significant experience managing domestic and global panels. Our clients know we're collecting data of the absolute highest quality. Our current portfolio within postal measurement contains over 13,000 active panelists, both business and private individuals, across 40 countries, performing bespoke tasks regularly and consistently.

Once collected, our specialized data analysts ensure we're reflecting the real world, removing inconsistencies and reporting it into your team's hands in near-real time. This makes our datasets the most actionable.

And finally, our global analytics teams go above and beyond to derive insight beyond the obvious from the data in we collect for you. We'll show you how to tweak your networks, reducing costs and growing your bottom line.