

Context Lab

Optimise the power of digital creatives in context



With people spending so much time on digital and mobile devices, that's where brands need to reach them.

However, reaching people is not enough, brands need to connect with them in a meaningful way.

Context Lab allows you to understand the effectiveness of content in specific digital contexts before, during and even after the campaign goes live.

You can assess paid digital media in a variety of platforms, as well as influencer content, branded content and native marketing.

Learning about which creative works best in which context enables you to optimise placements, improve digital campaign performance and help you achieve your goals.

Use Context Lab to:

- Compare the brand impact of your paid digital media across platforms
- Choose the right creative for the right environments
- Optimise influencers' content in feed, stories, reels format, etc.
- Quantify the value of branded content programmes and sponsorship

Why Context Lab?

- Ability to test same ad in multiple contexts: YouTube, Facebook, Instagram, X (Twitter), TikTok, YOUKU, etc.
- Compare ads with branded or influencer content
- Capture behavioural data alongside brand lift and creative diagnostic
- Measure if people pay attention to my ads to make stronger impact
- Compare your scores against robust normative benchmarks
- Quickly set up a project via Kantar Marketplace for result in as little as 48 hours

About us

Kantar empowers advertisers, publishers and media agencies to shape their media strategies to fuel brand growth, by offering a comprehensive view of lift within and across all channels and devices.

Our global network of outstanding media effectiveness experts help you navigate media decisions to optimise investment, increase marketing effectiveness and drive brand growth using extensively validated solutions, normative data, a proprietary platform and partnerships with leading technology providers.

Get in touch

To find out more contact your Kantar representative or visit www.kantar.com

KANTAR

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies, including 96 of the world's 100 biggest advertisers. We combine the most meaningful attitudinal and behavioural data with deep expertise and technology platforms to track how people think and act. We help clients develop the marketing strategies that shape their future and deliver sustainable growth.