

Unified Marketing Measurement and Optimisation (UMMO)



UMMO provides actionable campaign insights to strengthen marketing and media decisions that simultaneously increase sales and brand equity. Kantar's modern disruptive measurement approach changes how marketers think, evaluate, and influence their marketing performance and KPIs.

Kantar UMMO

AI-powered, always-on unified measurement platform enables marketers to optimise their media budget in **nearly real time**.

Continuous data and models refreshed in-flight daily for timely insights into media and marketing performance and **in-flight optimisations**.

Why is it so important today?

In a highly **complex media** landscape real time reaction is paramount.

Furthermore, the **elimination of third-party cookies** in 2024 will inhibit MTA-like bottom-up methods to measuring marketing efficiency.

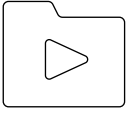
Core strengths of Kantar UMMO

- It is **AI/ML-powered**.
- Based on **state-of-the-art** modelling techniques ensuring granularity and large number of optimisable factors.
- **Future proof** does not rely on cookies but delivers hyper-granularity at publisher, placement, creative, and target levels.
- **Holistic**, considering not only digital media, but also paid, own and earned in and offline media, industry factors, economy and environmental factors building more accurate future scenarios.
- Sources data **automatically** from business data repositories through **APIs** saving workload, timing, and preventing errors in data treatment.
- It can rapidly integrate **Kantar's world-class brand equity data** to optimise both short and long-term.
- It is delivered through a user-friendly and insightful UI platform **Hamilton AI**.

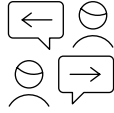
How UMMO works

The modelling runs on **daily (or weekly)** business data, seizing the impact of market activities on sales at highest **granularity** level.

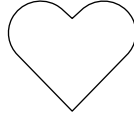
DATA TYPES



Own and competitors media



Trade variables and activation



Brand related events and metrics



Macroeconomics, climate and seasonal

PROVEN TRACK RECORD

20%

Increase in ROI due to optimised media mix

17%

Sales uplift in just six months (recent clients have seen this)

42%

Increase in profit

9.2%

Reduction in churn across entire portfolio

Hamilton AI platform

- Near **real-time** campaign efficiency assessment and visualisation.
- Insights engine at **360°** eases visualisation of events.
- Customizable and flexible **market budget optimisation** engine.
- Rapid, proactive, and effective interaction with media, creative and advisory agencies.



[Learn more today!](#)



KANTAR

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.