

TGI introduces innovative survey delivery software

Kantar Media's Target Group Index (TGI), licensed locally to the Ask Afrika Group, has introduced innovative survey delivery software. It currently complements latest media measurement currencies, namely the Establishment Survey, the Out of Home Survey, Radio Audience Currency Survey (RACS) and the Television Audience Measurement Survey (TAMS). The TGI sample is in the process of being aligned to the new currencies.



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Addressing thought-leaders at a conference hosted by Ask Afrika in Johannesburg early this week, London-based head of TGI International at Kantar Media, Geoff Wicken, said the latest innovations offer sophisticated marketing solutions in the digital space and are soon to be introduced in South Africa.

One is the TGI Target Snapshot, a web app designed for advertising, marketing and media agencies to enable their workforce to quickly and simply access and understand key insights into a product or brand's consumers. Another is TGI Clickstream, metered consumer mobile behaviour, enabling better planning and selling amongst all players in the digital media marketplace by evaluating the most effective online inventory. Further programmatic solutions empower the delivery of effective campaigns for clients, allowing trading desks to access data from multiple sources.

"These innovations, combining online and offline data will provide marketers with key brand insights at their fingertips and the beauty is its ability to tie up with existing measurement currencies in South Africa. It will integrate seamlessly with these currencies," said Wicken.

Wicken added that the advanced tools are not only able to provide advertisers, agencies, media owners and publishers with a better understanding of their markets, they can also be integrated with a client's own consumer studies, enhancing a brand's own survey information to optimise consumer profiling and segmentation.

The group has various integrated software modules - harmonised to 70 global markets - providing a complete view of consumer behaviour and characteristics, covering product and brand use, attitudes and motivations, media and digital engagement, leisure activities and demographics. Thus, it is the ideal vehicle for product brand positioning.

“It is not a measurement currency itself, but it is the only current products and brands survey that complements all the new measurement currencies, enriching their data and enabling smarter, more integrated marketing solutions,” explained TGI director, Maria Petousis.

For more information, go to www.askafrika.co.za.

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