

The Kantar logo is positioned in the top left corner. It features the word "KANTAR" in a bold, white, sans-serif font. The letter "K" is unique, with a yellow vertical bar on its left side. The background of the slide is a vibrant purple and blue gradient with abstract, flowing shapes.The KAiA logo is centered on the left side of the slide. It consists of the letters "KAiA" in a white, bold, sans-serif font. The "i" is lowercase and has a dot. The entire logo is enclosed within a blue, rounded rectangular border.

Leveraging GenAI for  
Connected Insights

## TURN DATA INTO DECISIONS:

How AI assistants are democratising marketing intelligence and transforming analysis time from days to seconds

Marketing teams worldwide face a paradox: they collect more data than ever before yet struggle to extract meaningful insights quickly enough to act on them. This disconnect between data abundance and insight scarcity costs businesses opportunities daily.

What if everyone in your organisation could access the exact insights they need when they need them, without waiting for reports or mastering complex analytics tools?

This new approach is how forward-thinking brands are transforming their decision-making processes.



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# UNLOCKING BUSINESS VALUE:

## How Connected Data Transforms Marketing

Making decisions with fragmented data costs marketing teams time, money, and opportunities. When data sits isolated across different systems, your organisation misses the connections that reveal the most valuable insights. Connecting data across your organisation reveals patterns that individual datasets hide, giving you the foundation for smarter marketing strategies, deeper customer understanding, and sustained business growth.

### COMPLETE CUSTOMER UNDERSTANDING

When your data works together instead of sitting in separate systems, you see your customers as whole people with specific needs and behaviours. Your marketing and insights teams track complete customer journeys rather than disconnected snapshots by connecting first-party, third-party, and real-time data from various consumer touchpoints. This unified view creates more accurate consumer segmentation, precisely targeted messaging, and campaigns that genuinely connect with their intended audience.

### EVIDENCE-BASED DECISION MAKING

Marketing decisions based on assumptions waste resources. Connected data replaces guesswork with certainty, moving teams from feelings and anecdotes to clear evidence. Unified data exposes trends, accurately tracks performance, and allows for course corrections when strategies need adjustment. Connected data gives you the clarity to make confident decisions from refining customer acquisition approaches to measuring campaign effectiveness.

### INDIVIDUAL ATTENTION AT SCALE

Customers increasingly expect messages and experiences that speak directly to them. Creating these individual connections with thousands or millions of customers only becomes possible when data flows across platforms and sources. With access to a customer's complete story, including demographics, stated preferences, behaviours, and purchase history, marketing teams craft content, offers, and communications built for specific people, strengthening relationships and building genuine loyalty.

### RESOURCE OPTIMISATION

Connected data directs your resources where they deliver actual results. By bridging information from sales, marketing, customer service, and other departments, you quickly identify which efforts yield worthwhile returns and which need reassessment. This approach ensures marketing budgets produce measurable outcomes rather than disappearing into questionable initiatives.

### BREAKING DOWN DEPARTMENT BARRIERS

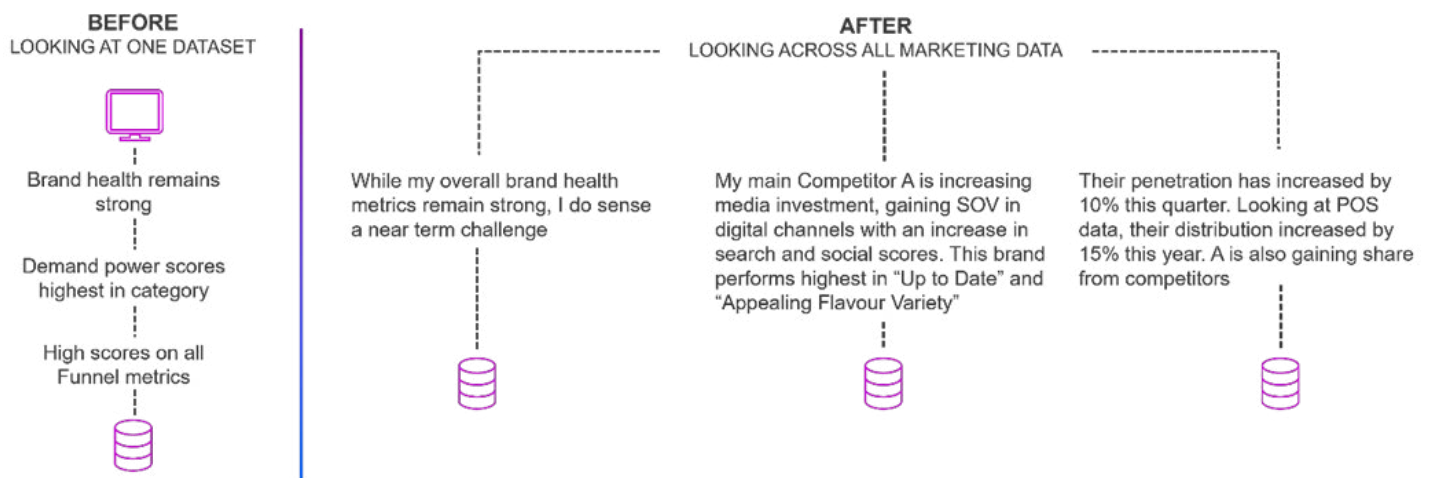
Data trapped in departmental silos creates contradictions and missed opportunities. When data connects across sources, previously separate teams work from the same evidence base. Marketing, sales, and insights departments collaborate with a shared understanding, viewing customer interactions through aligned perspectives. This connected approach creates consistency across customer touchpoints and builds organisational momentum.

## ADAPTABILITY AND FORWARD PLANNING

Markets and consumer behaviours constantly change, rewarding organisations that adapt quickly. Connected data creates the foundation for rapid response, giving marketing teams the insights needed to adjust strategies based on emerging trends and changing consumer needs.

By making information accessible and actionable, businesses prepare for future shifts rather than merely reacting to past events.

Let's examine how this works in practice. Consider this key brand question: "How is my brand performing?"



Looking across datasets to get a comprehensive brand view is key. Imagine doing this across all your brands for multiple categories and markets and making decisions at speed.

AI can make this happen!

# UNLOCKING BUSINESS VALUE:

## How Connected Data Transforms Marketing

GenAI tools can analyse, connect, and interpret information much like humans do. For marketing insights, GenAI understands multiple data sources simultaneously, identifies patterns, and expresses findings in clear, human language.

Unlike traditional analytics, GenAI doesn't just answer preset questions. It discovers unexpected connections and generates nuanced insights from massive data collections. These systems can be trained for specific industries, making them particularly effective for drawing meaning from consumer and marketing information.

While GenAI has only recently entered mainstream business applications, marketing teams are adopting it rapidly. Indeed, GenAI's future impact on marketing scored 9 out of 10 in [Kantar's Consulting Practice's recent qualitative study](#) of over 50 marketing and capability leads worldwide. According to [McKinsey's Global Survey](#), nearly three-quarters of responding organisations use GenAI regularly in at least one business function. Furthermore, [Salesforce](#) reports that 51% of marketers already use or are experimenting with GenAI. This rapid uptake signals a fundamental shift in how businesses derive insights from their data.

## GENAI IN ACTION:

### From Questions to Answers

GenAI systems function through conversational interfaces where users simply ask questions in everyday language. Behind this seemingly simple interaction, sophisticated natural language processing (NLP) interprets your question, identifies which analytical functions to perform, and determines what data to examine.

When you ask a question, here's what happens:

**01**

You type a question using ordinary language

**02**

NLP systems interpret your question and identify the appropriate analytical tasks

**03**

The system executes precisely tailored analytical operations on relevant data

**04**

Results return to the NLP system, which constructs a coherent, conversational response

**05**

You receive clear insights expressed in plain language, not technical outputs

This approach eliminates the barrier between asking a business question and getting a useful answer, removing the technical complexity that often slows insight discovery.



# ENHANCING INSIGHTS

## Five Ways GenAI Complements and Elevates Traditional Dashboards

Marketing teams struggle to extract meaning when data lives in disconnected systems across customer touchpoints. GenAI transforms this challenge into an opportunity by connecting various data sources through an intelligent system that reveals complete customer journeys, brand sentiment patterns, and market dynamics. Here's what sets GenAI solutions apart:

### 01 NATURAL CONVERSATIONS REPLACE TECHNICAL QUERIES

GenAI allows you to ask questions in everyday language rather than learning specialised query techniques. This removes the technical barriers that prevented many team members from accessing insights directly, eliminating extensive training requirements that limited traditional dashboard adoption.

### 02 GROWING INTELLIGENCE FROM EVERY INTERACTION

These systems improve with use, personalising insights based on your specific context and previous conversations. The system learns continuously and tailors information to your particular needs. As it does this, it becomes increasingly attuned to your specific needs and preferences, focusing on what matters most to your role and objectives.

### 03 DIRECT QUESTIONS, IMMEDIATE ANSWERS

GenAI eliminates the learning curve associated with traditional analytics platforms. Instead of navigating complex interfaces and data hierarchies, you ask questions directly and receive immediate, relevant answers without technical expertise.

### 04 WIDESPREAD INFORMATION ACCESS

GenAI brings insights to everyone who needs them, regardless of their technical background. The conversational approach opens your organisation's data resources to a much broader range of users, democratising access to analytical capabilities and insights.

### 05 CONSTANT AVAILABILITY

GenAI provides instant insights whenever needed, regardless of time or location. This constant availability supports decision-making without delays, ensuring business opportunities aren't missed while waiting for data analysis.

GenAI is fundamentally changing the way marketing professionals connect, analyse, and apply their information resources. By linking previously isolated data sources and delivering faster, more actionable insights, GenAI gives marketing teams unprecedented operational efficiency and analytical precision. The future of marketing success depends not just on collecting data, but on connecting it for rapid, informed decision-making.

# KANTAR AI ASSISTANT (KAIA):

## Your Always-On Insights Partner

Kantar leads the application of GenAI to marketing data analysis. Traditional approaches to sharing brand insights face persistent challenges with accessibility, timeliness, and user engagement. Kantar's GenAI solution, Kantar AI Assistant (KAiA), addresses these limitations by democratising insights across organisations. KAiA gives stakeholders immediate access to actionable information, improving accessibility, engagement, and cross-functional collaboration.

KAiA's distinct advantage comes from its training by Kantar's expert team. Drawing on more than 45 years of marketing data expertise and analysis of 50,000+ brands, Kantar ensures the system delivers accurate, contextually appropriate insights. The company develops comprehensive analytical capabilities that extract meaningful conclusions from diverse marketing datasets. KAiA also supports custom skills development, allowing organisations to incorporate their internal analysis frameworks and terminology, further enhancing insight accessibility.

How often have you needed answers about your brand but waited hours or days for data-supported responses? Follow-up questions typically create additional delays, postponing key decisions.

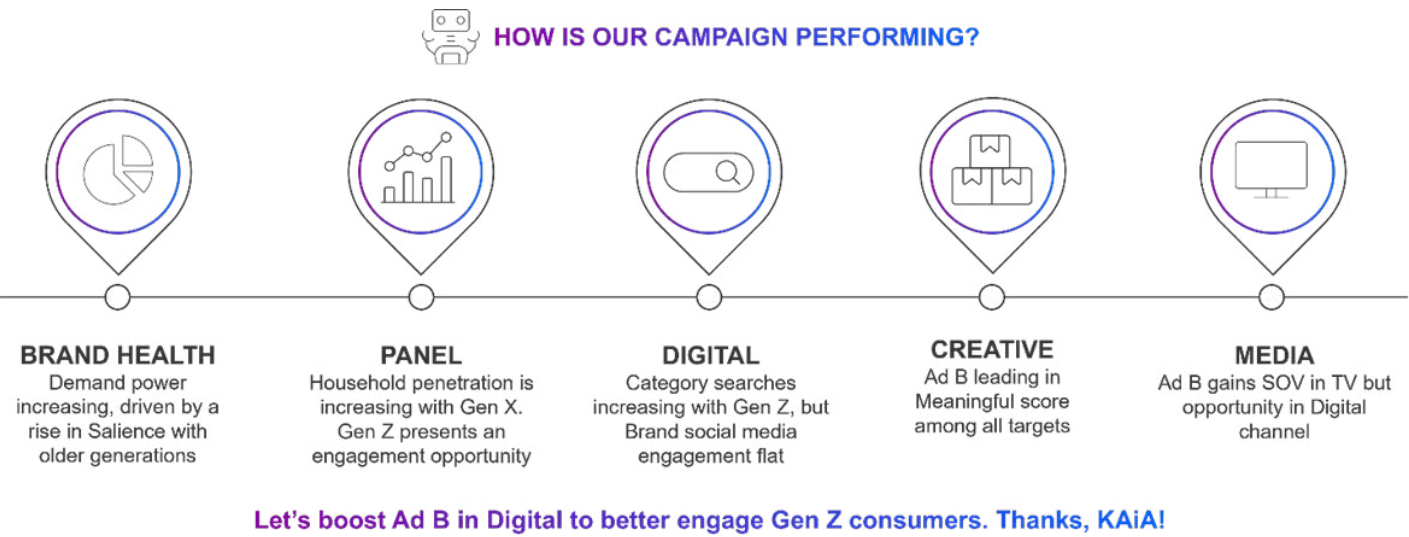
KAiA changes this dynamic by functioning as an always-available colleague who answers brand questions and handles follow-ups immediately, drawing on all your marketing data resources simultaneously.

Organisations can begin their AI implementation with any existing marketing dataset and expand as needed. KAiA also accommodates any number of custom analytical frameworks. If your organisation analyses data using specific approaches or methodologies, these can be incorporated as KAiA skills, personalising the system to match your established analytical practices.

With KAiA, comprehensive insights across brand tracking, sales, media, and other marketing datasets are available within minutes rather than days. This immediate access ensures that timely information reaches decision-makers when it matters, enabling faster, better-informed choices.



KAiA creates an environment where anyone in your organisation can access consumer and market insights instantly by asking straightforward questions. Consider this example that typically requires hours or days of professional analysis to reach an actionable conclusion. KAiA delivers this in minutes:



Learn more about how [Kantar's AI Assistant KAiA](#) allows anyone in your organisation access to consumer and market insights in seconds by simply asking.

# GAINING COMPETITIVE ADVANTAGE BY ACCELERATING MARKETING DECISIONS WITH AI

GenAI equips marketing and insights professionals with data-informed decision-making quickly for competitive advantage in markets where speed and responsiveness matter. By connecting previously isolated information sources and revealing insights rapidly, AI doesn't merely help businesses keep pace; it positions them to lead market evolution. The question isn't whether to adopt AI, but how quickly you can apply its capabilities to make faster, better-informed decisions.

As marketing complexity increases, efficient, effective data analysis is increasingly important. KAIA transforms how organisations democratise insights, making it substantially easier to extract full value from marketing data investments. By eliminating data silos, expanding information access, and delivering sophisticated analytics through natural conversations, KAIA establishes a new standard for evidence-based marketing decisions.

For more information about how Kantar can help you utilise GenAI for brand growth, contact our [AI Lab](#).

