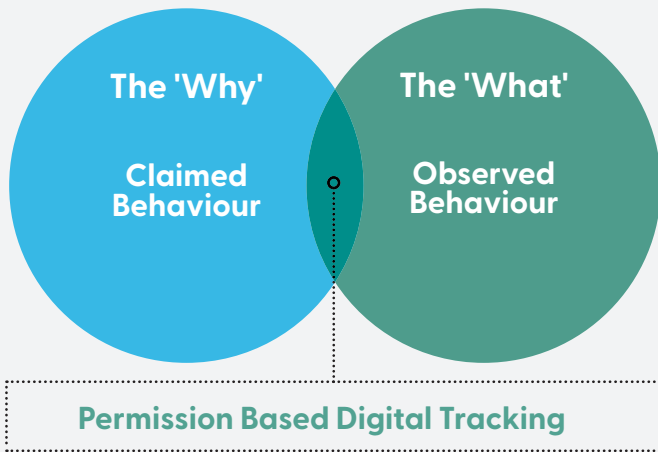


Permission-Based Digital Tracking

Today's consumers are using an ever-increasing number of digital and social channels/platforms to watch videos and programme content, listen to music, buy products and services, and communicate with others. This is leading to a need for measuring actual behaviours across multiple devices to build a stronger and more accurate reflection of consumers' lives and digital segments.

From 2017, Harris Interactive will evolve our permission-based digital tracking offer that passively gathers behavioural data in real time, providing a more accurate reflection of consumer pathways to purchase and/or their consumption of entertainment content.



We will be able to provide deeper insight into the digital path to purchase, see what people are watching on Netflix, and tell what ads people have been exposed to on different sites/channels. We will be able to provide In-App tracking for e-commerce at the SKU, advert or programme level and for content level video and music consumption.

The intersection of Claimed & Observed Behaviour
Attitudinal + Behavioural in Real-Time

We will also be able to provide:

1. Cross vertical coverage
2. Audience analytics incl daily routines and browsing habits
3. Digital profiling and unique targeting
4. Cross device measurement incl smartphone, tablet and PC
5. Location based/event trigger surveys

