

# Get ahead of the competition with advanced analytics and segmentation

**Advanced analytics and segmentation identify emerging trends of US consumers during COVID-19 recovery giving businesses a competitive edge.**

Speed, agility, and a new understanding of customers are key to navigate fast-changing environments.

In the United States, COVID-19 continues to have an extensive effect on people, their families and communities. While the crisis continues to upend lives, companies are struggling to comprehend the impact on their customers including where best to act and how. Leading organizations are using advanced analytic models with multiple data sources of insights to refocus toward evolving customer expectations.

**Integrate Kantar's COVID-19 data with tracking data or custom studies to identify segments that will recover faster providing direction to capitalize.**

As marketing and sales leaders are navigating the crisis, planning for the recovery, and grasping the new normal, Kantar continues to focus on helping companies accelerate to capture revenue through custom segmentation targeting emerging needs in the American market using data and analytics to identify key factors across U.S. consumers as they begin to emerge from the challenges of the pandemic.

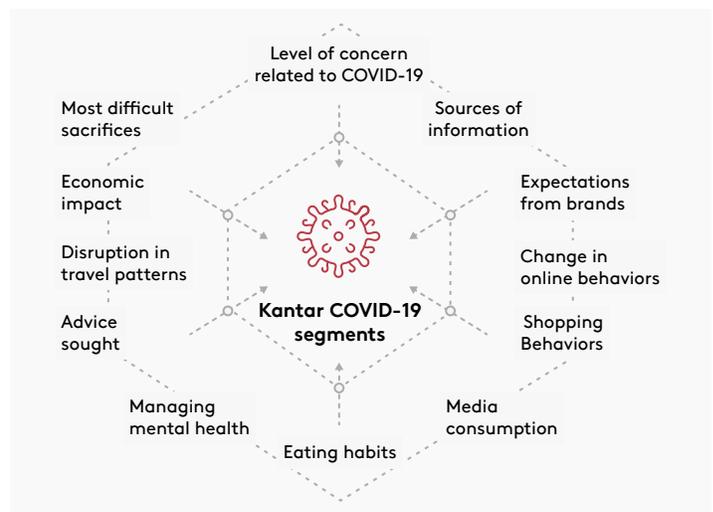
Business leaders need strong guidance to identify groups of consumers, as they begin to emerge from this pandemic, that present the greatest opportunity for their brands. Kantar's COVID-19 custom segmentation identified groups across the U.S. consumer landscape who have more positive outlooks on the timing and recovery to a "new normal" way of life. These groups are meant to complement, not replace, existing segmentation schemes.

**Segments differ dramatically by their level of concern associated with the COVID-19 pandemic and the degree to which it has impacted their attitudes and behaviours.**

There is a great deal of differentiation across U.S. consumer's level of concern over the pandemic and its impact on their daily lives. Segment size will differ by sector, category, and vary as regions recover at different speeds.

Across geographies many families have been severely impacted financially since the outbreak of the pandemic. In certain markets some have gone to the extreme of stocking up on extra items such as sanitizing products.

Conversely, many people are determined to maintain a consistent structure in their lives and avoid overreacting. There are pockets of consumers whose behaviours have been largely unaffected by the pandemic, have less concern with their health or the economic recovery of the country, and are simply eager to resume their plans for travel, dining and shopping as quickly as possible.



**Anticipate and respond to emerging opportunities before competitors by leveraging segments that will recover faster and provide direction for next steps.**

Commercial leaders need to plan for recovery based on a clear understanding of their starting point and insights into patterns during the recovery. This is crucial for knowing what to do, where and when. Answering these questions requires a sophisticated approach to develop quality insights. Kantar Analytics Practice has constructed dynamic models, captured consumer segments with greatest potential in both short and long-term while also providing guidance for targeted next steps. Kantar's COVID-19 custom segmentation overlays segments with tracking and supplemental data sources enabling business to quickly find opportunities to secure their business and capitalize amongst U.S. consumers.