



Connected Data, Intelligent Decisions: The GenAI Playbook for Marketers

In today's fragmented media landscape, marketers are drowning in data but starving for clarity. It's time to shift from lagging reports to leading signals, from siloed dashboards to instant connected-data led insights.

Whether you're a CMO, Head of Analytics, or Brand Leader, turn data into decisions - faster, smarter, and with precision that scales.

Two Mondays. Two Leadership Moments.



8:45 AM, Monday #1

The CMO prepares for the weekly exec sync. The question: *“Where are we losing share, and what’s driving it?”* The data is fragmented—brand tracking in one portal, retail signals in another, media performance in a third. The team scrambles to build a narrative. The clock ticks. The story? Still unclear.



8:45 AM, Monday #2

Similar challenge. Different system. The CMO asks: *“Which segments are eroding brand preference, and what actions will reverse the trend?”* In seconds, Kantar’s AI Assistant (KAiA) delivers a full-funnel view—audience shifts, creative impact, retail gaps—and a scenario plan to reallocate spend and recover share.

One Monday is reactive. The other is decisive. Most marketing organisations live somewhere between these two Mondays.

We operate in **data abundance** yet suffer from **insight scarcity**. We know more about customers than ever but respond more slowly than the moment demands. And in a market where relevance is measured in seconds, delay is expensive.

Kantar’s [GenAI in Marketing: Fear or FOMO?](#) On a scale of 1–10, marketing leaders score GenAI’s future impact at 9, but current organisational readiness at just 5. That delta isn’t academic—it’s a competitive tax paid in missed moments, wasted spend, and fragmented experiences.

The Hidden Cost of Disconnected Data

When data lives in silos, brands lose more than efficiency—they lose **clarity, agility, and connection.**

The consequences compound down the funnel:

- **Slower decisions:** Campaigns wait on reports instead of acting on signals.
- **Wasted spend:** Media and creative are optimised to averages, not outcomes.
- **Inconsistent experiences:** Customers get mixed messages across touchpoints.
- **Missed opportunities:** Leading indicators are buried; competitors get there first.

Disconnected data doesn't just slow you down—it disconnects you from your customer.

The Marketer's Growth Engine: A Connected Data Strategy

This isn't a tech initiative—it's a marketing growth engine built for speed to insight and speed to impact.

The Data to Insight blueprint we deploy with leading brands follows five strategic moves:

01

Data Audit (Find the signal):

Inventory what you have (first party, platform, retailer, third party), where it lives, and how it maps to growth goals (penetration, premiumisation, retention, category entry points).

03

Enrichment (Create truth):

Clean, tag, and enhance with business context (brand, pack, market, channel, audience, creative) to create a single source of decision truth.

05

Democratisation (Put insight in the flow):

Deliver GenAI powered, natural language access to insights—embedded into marketer workflows, not parked in portals.

02

Ingestion (Reduce friction):

Seamlessly pull priority sources into a unified environment—CDP, clean room, or cloud—anchored to a privacy safe identity.

04

Harmonisation (Make it comparable):

Standardise formats, hierarchies, and taxonomy so MMM, MTA, retail media, social, and brand tracking can speak the same language.

Why it matters: This model shifts teams from **reactive to proactive**, from post hoc reporting to **always on optimisation**, and from fragmented views to **full funnel accountability**—brand, demand, and customer experience.

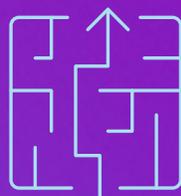
What Connected Marketers Gain (and Measure)

Once data is connected and governed, marketers unlock:



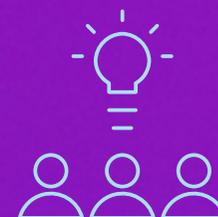
Complete customer understanding:

Stitch first party, retail, and media signals to see journeys, not channels.



Confident decisions:

Unite brand equity and performance data to make every move both growth driving and brand safe.



Resource optimisation:

Shift from frequency waste to reach efficiency; fund creative that actually moves mental availability.



Cross team alignment:

Put marketing, sales, and insights on one set of truths—so brand lifts, category share, and trade outcomes move together.



Time to insight:

Get insights across multiple datasets and build a story for your brand in just hours (down from weeks previously.)

GenAI and KAIA: Turning Data into Advantage

GenAI isn't another dashboard. It's an **interface for decisions**. It lets marketers ask complex questions in plain language and get immediate, nuanced answers—grounded in your data and context.

KAIA, Kantar's GenAI powered assistant—trained across **50,000+ brands** and **45 years** of marketing evidence—brings that to life for marketers:

- **Conversational insight, no SQL required:**
“Which creative assets drove short term sales without eroding brand equity?”
- **Custom frameworks, on demand:**
Build audience segments, pack architecture, or retailer playbooks tailored to your brand.
- **Always on decision support:**
Scenario plan budget shifts; simulate outcomes; publish a one page recommendation to your trading team.

With KAIA and connected data, marketers can:

- **Accelerate innovation:** Spot white spaces and test concepts faster.
- **Refine strategy:** Model scenarios that balance near term performance with long term brand.
- **Scale personalisation:** Activate hyper relevant messaging and media by audience, moment, and market.

In a world where speed and precision define winners, GenAI + KAIA is not a toolset. It's a competitive advantage.



The Call to Action: Start Small, Scale Fast

The future of marketing intelligence isn't about boiling the ocean—it's about proving value quickly and expanding with confidence.

Step 1: Identify Your First Two Data Sources

Pinpoint **1–2 critical data sources** that matter most to your growth question—maybe it's retail media performance and brand tracking, or CRM and social engagement. These are your foundation.

Step 2: Run a KAIA Proof of Concept

Connect those sources and let KAIA show you the power of **connected insights**. Ask the questions you've always wanted answered - *"Which audiences drove incremental sales last week?"* or *"What creative codes are lifting equity without hurting Return on Ad-spends?"*—and get answers in seconds.

Step 3: Expand and Elevate

Once you see the impact, **add more data sources**, layer in **predictive analytics**, and embed your **internal frameworks** for planning and measurement. Over time, KAIA becomes more than a tool—it becomes a **team member** that can answer questions across all your marketing **data with a click of a button**.

This is how you move from possibility to practice: start focused, prove the value, then scale to transform how marketing decisions get made.

[Contact us](#) for a demo and see how KAIA accelerates the journey from insights to decisions.

About 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.

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