

# **Videology Partners with I-Behavior and Kantar Shopcom to Extend CPG Purchase Behavior Targeting and Offline Sales Tracking Capabilities**

## **Escalating Demand for ROI Metrics in Online Video Drives Expansion of Videology's CPG Offering**

PR Newswire

NEW YORK, Jan. 26, 2012

NEW YORK, Jan. 26, 2012 /PRNewswire/ -- Videology— an online video advertising solutions provider —today announced a new partnership with I-Behavior — a premier provider of database marketing and behavioral targeting services, and Kantar Shopcom – one of the larger sources of traceable, consumer-level in-store and online purchase behavior data in the industry with over 231 million U.S. consumers covering CPG, retail, entertainment, auto and services.

By combining Kantar Shopcom's CPG purchase behavior insight with I-Behavior's database matching capabilities for online behavioral targeting, marketers can reach users based on their demographic makeup or in-store activities. By tapping into these tools, they can now target and measure actual offline purchases from online video advertising, while achieving the necessary scale offered by traditional mass media.

"What advertisers really want to know is if their advertising moves soap off the shelves. This new partnership with I-Behavior and Kantar Shopcom allows us to literally tell CPG advertisers just that," said Kevin Haley, Chief Scientist, Videology. "The ability to provide advertisers with this level of ongoing, offline ROI measurement will have a significant impact on advertising strategies within the digital video space, as well as in related industries with fast-moving sales cycles."

The integration of I-Behavior, Kantar Shopcom, and now Videology, allows advertisers to target these offline purchase-based segments across Videology's in-stream video network of more than 80 million consumers. Given the sheer volume of data provided as a result of this partnership, there is tremendous opportunity for extensive analysis of purchase behavior at the brand level, including increases in sales volume, frequency of purchase and retail penetration. In addition, advertisers will gain access to campaign insights including propensity to drive trial, repeat sales, and brand switching or loyalty; providing measurement of both immediate results and outcomes over time.

"Kantar Shopcom connects what consumers see, feel and do to help marketers effectively and efficiently grow their brands," said Katie Casavant, Kantar Shopcom CEO. "The largest blue chip companies use Shopcom data and insight to make smarter media investment decisions, and we're thrilled to be able to partner with I-Behavior and Videology to extend our intelligence to the increasingly important medium of online video."

"CPG is obviously an extremely important category for brand marketers, and the projects we are delivering with Videology and Kantar Shopcom represent truly groundbreaking work. We have seen phenomenal results for advertisers who use I-Behavior addressable audiences on Videology and are excited to make these solutions available to CPG advertisers. This is a huge win for the industry," said Keith Johnson, GM I-Behavior Interactive.

Videology also recently launched a similar partnership with Korrelate for measuring offline automotive purchases tied back to online users who visited the advertiser's website or who were exposed to an advertiser's video ad.

### **About Videology**

The **Videology(SM)** Addressable Audience Platform ([videologygroup.com](http://videologygroup.com)) is a screen-agnostic video advertising technology that works to connect brands with consumers. Videology achieves this through mathematically-driven data analyses that allow it to target precise consumer segments—at scale—by demographics, psychographics, and behavioral segments. This precise targeting permits advertisers to extract increased value from every media impression, and allows content partners to monetize their audience more effectively.

Videology is headquartered in Baltimore, MD, with key offices in New York, Austin and London, and sales teams across North America.

### **About Kantar Shopcom**

Kantar Shopcom is a data integration, analytics and insights firm. Kantar Shopcom connects what consumers see, feel and do via the Shopcom Data Platform™ to help marketers grow their brands. The Shopcom Data Platform™ includes in-store and online, consumer-specific, UPC-level purchase behavior data for over 231 million U.S. consumers. The Shopcom dataset is the largest passively-collected, observed, multi-channel purchase behavior dataset in the industry, covering CPG, retail, entertainment, auto and services. Committed to high-performance collaboration, Kantar Shopcom partners with agencies, research firms and advertisers to enable more holistic and precise dimensionalization of target audiences, design of more effective communication plans and measurement of the return on purchase behavior impact (ROPBI) of marketing initiatives across all media platforms. The resulting solutions deliver actionable insights that enable activation of more connected, more effective and more profitable brand communications. Kantar Shopcom is a Kantar Retail company and part of Kantar, WPP's insight, information and consultancy group.

Kantar Shopcom is headquartered in Wilton, CT with offices in New York, Boston and Chicago. For more information, please visit [www.kantarshopcom.com](http://www.kantarshopcom.com) or call 203-834-2800.

**About I-Behavior**

I-Behavior, Inc. based in Louisville, Colorado, is a data and analytics company that aggregates transaction-level purchase data and builds targeted audience segments to help companies reach the right consumers for their marketing initiatives. Founded in 1999, I-Behavior developed the first SKU-level purchase data cooperative that includes data contributed by more than 2,000 retailers and multi-channel merchants representing more than \$365 billion in online and offline purchases. I-Behavior is KBM Group Company, part of the Wunderman network and a member of the [WPP](#) organization, the leaders in [advertising](#), [digital](#) and [relationship marketing](#). For more information, visit [www.i-behavior.com](http://www.i-behavior.com).

For more information contact Michele Skettino, [Michele@videologygroup.com](mailto:Michele@videologygroup.com), 917-653-0073, or Hank Kim, [hank@hankkimconsulting.com](mailto:hank@hankkimconsulting.com), 917-647-0500