

Vivvix Launches, Unifying Advertising Intelligence Businesses from Kantar and Numerator



As the world's largest ad intel company, Vivvix is focused on providing winning clarity to the advertising market

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Andrew Feigenson, CEO of Vivvix

Kantar today announces the launch of Vivvix (www.vivvix.com), a new operationally independent brand within the Kantar Group, with a deep specialism in syndicated competitive advertising intelligence across digital and traditional media, including mobile apps, streaming, and social media. With Andrew Feigenson as CEO, Vivvix brings together what was previously Kantar Media's expansive syndicated media coverage with Numerator's robust advertising creative data intelligence platform to create the world's largest ad intel company.

Vivvix sets the new industry standard; delivering the most comprehensive advertising intelligence footprint available – coverage of \$250 billion+ in media spend and detailed descriptors for more

than 35 million creative assets. Vivvix delivers the sharpest, most timely, view into the evolving advertising landscape, serving the entire ecosystem, including major brands, advertising agency holding companies, and media owners.

Vivvix data and insights will be delivered in a single ad intel platform combining user-intuitive tools with a universal brand taxonomy. With a personalized user experience, marketers will be able to quickly discover key competitive advertising insights to inform their brand strategy and drive media planning and buying decisions. Features including AI-powered reports, state-of-the-art ad search, personalized dashboards and real-time campaign alerts will address marketers' needs for clear, consistent and time-sensitive data to easily analyze competitor messaging and strategies as well as visibility into breaking ad campaigns.

"We understand the speed and competitiveness of the advertising market," said Andrew Feigenson, CEO at Vivvix. "For the last year, the businesses in North America have been working to bring together all the ad intel specializations of Kantar Media and Numerator to enable clients to make swift decisions about competitive maneuvers and where to place their ad dollars. In what is going to be another dynamic year in the advertising industry, we are here to provide advertisers, agencies and media owners with the clarity they need to win."

For media owners, Vivvix is a great new asset to drive revenue growth, providing unparalleled trend data and intel across CTV, linear TV, digital, social, search and traditional media. Advertisers will leverage the Vivvix ad identification catalog to integrate ad expenditure and occurrence data into their data ecosystems for deep analysis to inform their own advertising strategies.

"Staying current on advertising activity within the Fiserv category feels like an impossible task in today's environment," says Allie Amenta, VP, Enterprise Advertising & Brand Strategy Manager at Citizens Bank. "I rely on the Vivvix reporting for cross-channel analyses, breaking activity, and a view into competitor market presence. Daily alerts flag anything I should dig into and influence weekly reporting compiled for our internal review. I'm excited to hear of the formation of Vivvix, and how they'll bring clients more relevant and accurate intel of the ad landscape."

"We are dedicated to exposing the blind spots in today's advertising ecosystem and providing a 360° view of the media landscape. We will lead with innovation to generate the transparency needed within the advertising intelligence space. As an independent business, Vivvix will invest heavily in technology that grows our clients' success rate with faster and more insightful views into their landscape." Feigenson added.

About Vivvix

Vivvix delivers winning clarity to brand marketers, advertising agencies, and media owners, by providing a greater understanding of their competitive landscape, which empowers clients to effectively invest their advertising budgets and gain market share

from their competition. Vivvix, formed in 2023 by unifying the advertising intelligence businesses of Kantar and Numerator, offers the most comprehensive advertising intelligence footprint available, including the largest creative library and estimates of advertising market shares across media types. Vivvix is a part of the Kantar Group. For more information about Vivvix, visit <http://www.vivvix.com>.

About Kantar

Kantar is the world's leading marketing data and analytics company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks and our innovative analytics and technology, we help our clients understand people and inspire growth.

About Numerator

Numerator is a data and tech company bringing speed and scale to market research. Numerator blends first-party data from over 1 million US households with advanced technology to provide 360-degree consumer understanding for the market research industry that has been slow to change. Headquartered in Chicago, IL, Numerator has 2,000 employees worldwide; 80 of the top 100 CPG brands' manufacturers are Numerator clients.

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