

# Choices4

## From data to insight



- Make survey data work harder at delivering actionable insight
- Benefit from more precise and engaging targeting
- Exploit a 'one stop shop' that allows everything from simple profiling to sophisticated segmentation
- Flexibly manipulate metrics: stretch them, pull them apart and find what you need quickly and efficiently
- Enjoy a genuinely global tool: analyse any market with the same flexibility

Details overleaf > > >

# Choices4

Choices4 is a fully integrated software planning tool that puts the user entirely in control of their data understanding. A huge leap forward on previous analysis suites, Choices4 provides scope to experiment, interact and discover with data like never before and turn it into engaging, actionable insight - all in an intuitive and easy-to-use way. Regular updates ensure Choices4 always keeps clients at the leading edge of planning expertise.

## More engaging targeting

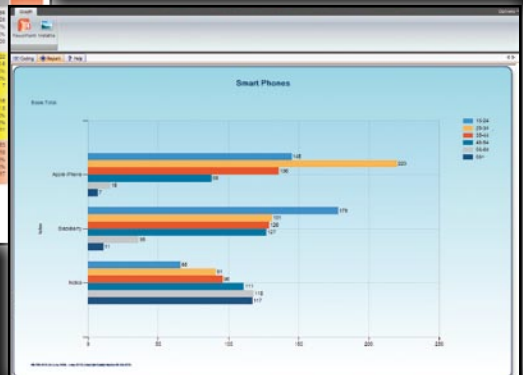
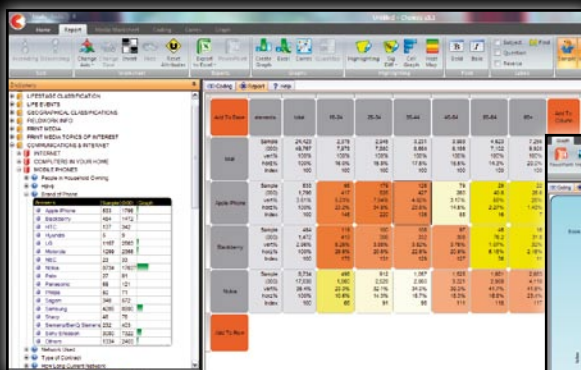
Choices4 makes targeting not only more precise, but also much more engaging in a variety of ways. Speed coding makes it easier to explore alternative analyses. Another key tool within it - Survey Scanner - allows the user to easily identify brand occurrence across multiple surveys.

Visual aids in the form of Heat Maps and Cell Graphs bring the data alive and other enhancements mean fewer clicks are required to define an audience or market.

## Freer, more flexible analysis

From the simplest profiles through to the most complex segmentations, Choices4 allows the user to do it all simply and efficiently. The interface is all on one screen and is designed to be engaging rather than 'statistical'. It shines a spotlight on the key relationships in the data, picking out dynamic findings and prompting ideas for further exploration.

Play, mould, shape, style and stretch the data - get used to doing it all with Choices4.



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