

KANTAR IMRB

TGI-eMarketpulse Fusion

First-of-it's-kind 360° profiling of digital commerce shoppers. Understand Digital Commerce shopper holistically. Attitudes, Values, Media Touchpoints.



360° Understanding of a shopper



ONLINE SHOPPING METRICS

Online shopping behaviour of a Non-Prime shoppers

- Estimate shopper universe
- Categories purchased online
- Preferred online platforms
- Frequency of online shopping
- Trending brands

OTHER ONLINE TRANSACTIONS

Investigate other online spends.

- Ride hailing services
- Online food ordering

OFFLINE BEHAVIOUR AND CONSUMPTION

Looking beyond the lens of just online behaviour and understanding a shopper's media habits and lifestyle to identify key influencers

- Product and Brand usage
- Media Consumption
- Lifestyle and Attitudes

TGI-eMarketPulse

360° profiling of digital commerce shoppers

TGI-eMarketPulse gives a comprehensive understanding of the factors driving consumption for digital commerce shoppers. Detailed insights from 90,000 shoppers on Media habits (digital+ traditional), Attitudes and Lifestyle, Product and Brand usage.

KEY BENEFITS

01

First-of-it's-kind study to provide insights on the offline and online behaviour of the digital consumer

02

Comprehensive coverage – 90,000 consumers

03

Detailed insight on what they **buy**, **consume** and what **influences** them

04

Online dashboards to generate reports by consumer cohorts, behaviour by category, demographics and much more