

Kantar invests in ZappiStore to accelerate growth in self-serve research solutions

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Kantar is pleased to announce an investment in ZappiStore, the global pioneer in automated market research.

Launched in 2013, ZappiStore offers powerful software applications which provide automated data collection and analytics through a self-service platform. The company currently operates in nine countries with plans to expand into 11 additional markets in the near future.

ZappiStore has already worked successfully with Kantar operating companies TNS and Millward Brown in making TNS's proprietary Conversion Model Express and Millward Brown's outdoor and print copy testing solutions available for sale on a self-serve basis in ZappiStore.

Kantar CEO Eric Salama says of the investment: "We want to be able to offer lighter, faster versions of our services to a new set of clients. For that reason, we are very pleased to be building closer ties with ZappiStore, who are a clear leader in this growing field."

Steve Phillips, Founder and CEO of ZappiStore, adds: "We are delighted to welcome Kantar as an anchor investor in this emerging trend of agile research."

ZappiStore's clients include five of the top 10 global consumer goods companies.

For further information, please contact Lindsay McMurdo, lindsay.mcmurdo@kantar.com.

About Kantar

Kantar is the data investment management division of WPP and one of the world's largest insight, information and consultancy groups. By connecting the diverse talents of its 12 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 27,000 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

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