

## CONSUMER INTELLIGENCE

**Marketing, Branding, Research, Communication professionals leverage relevant, timely consumer research solutions designed to meet Africa's unique challenges.**

Kasi Consumer Intelligence Solution include datasets such as COVID-19 pulse, personal finance, health and wellness, digital consumption, shopping habits, and many more.

Our proprietary datasets from thousands of monthly tracking surveys conducted since 2016 across eight African countries is available at a click of a button via our cloud-based platform.

### What is the Kasi Consumer Intelligence Solution?

- First pan African monthly consumer intelligence platform providing a holistic understanding of the African consumer.
  - Largest coverage in Africa: Access monthly data from 8 countries: South Africa, Nigeria, Cameroon, Ivory Coast, Kenya, Ghana, Tanzania and Ethiopia.
  - A collection of relevant datasets: The solution includes data and insights from consumer surveys ran since 2016 related to COVID-19, Personal finance, Media & Communication, Shopping behavior, Health & Wellness, Technology, Digital and more.
  - Monthly reporting and data delivery: Data is available every 15th of the month via Kasi hub data portal.
- Kasi Covid-19 Pulse Tracker:**
- This dataset includes all the key measures you need to understand COVID-19's impact on consumers in Africa.
  - Track the impact on consumer confidence across 7 largest markets in Africa.
  - Understand how COVID-19 is shifting consumer habits and needs in Africa
  - Access the role media and internet is playing in informing or misinforming Africans
  - Uncover the opportunities and risks for local brands in Africa

## What are the benefits?

### For Consumer Insights Professionals:

- Demonstrate your ROI quickly (campaign, brand positioning, etc.)
- Uncover shifts in consumer spending habits that will impact your organization and your marketing plan.
- Easily find and track unmet consumer needs and wants to drive profitability.
- Access demographics breakdown such as Gen Z, Millennials, Baby Boomer according to your target audience.

### For Marketing Professionals:

- Develop successful and data driven marketing campaigns
- Don't wait for lengthy market research projects – get instant insights now.
- Give your product launch the best chance of success with data for pricing, branding, design
- Access market research data at your fingers tip with demographics, profiling and other analytics capability.

### For Communications Professionals:

- Get market research data now to help with the design of promotional communication materials.
- Find out where consumer spend time and plan your advertising/communication accordingly
- Uncover hidden data to develop deeper connection with your audience and consumers.

## Industries using consumer data and insights

### Retail Banks and Insurers:

- Develop customer driven product and services to gain more market share and beat your competition.
- Leverage consumer insights to develop thought leadership content to make impactful connection with consumers.

### Fast Moving Consumer Good (FMCG):

- Lack of consumer data is one of the obstacles that holds back FMCG industry growth.
- Grow revenue by understanding what consumer want, need, where they shop and what is their aspiration.
- Manage supply chain by tracking spending shifts, category momentum and price sensitivity.

### Financial Data Companies:

- The global investment community is looking at Africa as the last frontier. Africa, as one of the fastest-growing economies in the world, is garnering interest from the global financial markets.
- Get expanded Africa coverage with our consumer data.

### Media/Ad Agencies:

- Run data driven campaign and ad
- Enhance your creative capability with local consumer data
- Identify major market shifts and develop pan African media or PR strategies.

Kasi Insight is Africa's leading provider of data, measures, and insights to understand the average African behavior. Every month, we listen to Africans and turn survey-based data into actionable insights.

Through our self-service platform, our clients leverage consumer insights at scale, identify early signs of market shifts and unlock market-creating opportunities for their business.

Kasi Insight partners with emerging brands across FMCG, Financial data, Retail, Media, Banking & Insurance sectors.

Clients include Bloomberg, Refinitiv, BitPesa, Tilisi, Unilever, CIB, Mixa and Kimberly Clark amongst others.

- Weekly surveys
- Over 20 million data points
- 10+ African countries



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