

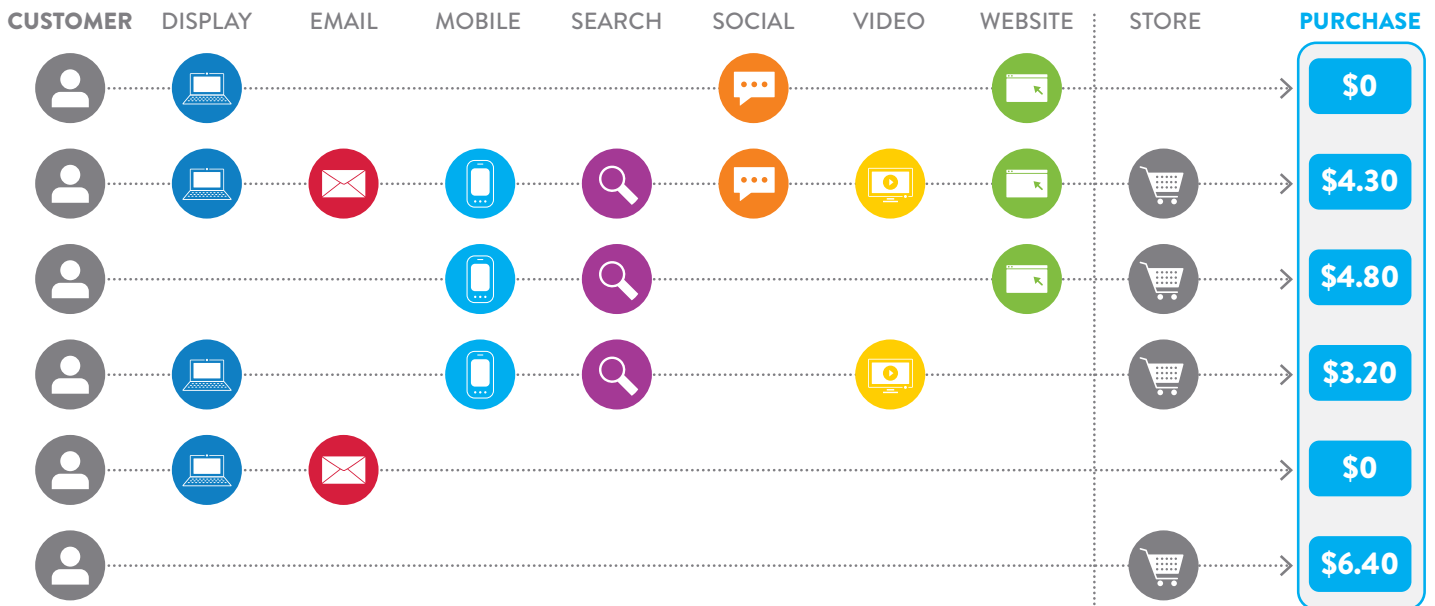
MTA

MEASURE ROI ACROSS DIGITAL

Nielsen MTA ties your digital media advertising to online and offline sales.

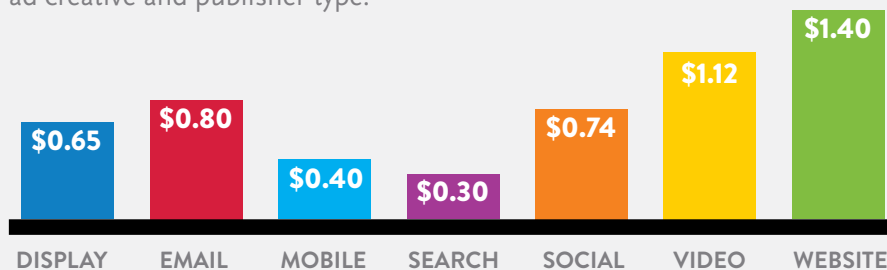
Our media consumption and consumer purchase expertise offer the best insights available into the campaign levers that are truly driving your marketing ROI.

DIGITAL TOUCHPOINTS



MARKETING ROI

Generate actionable ROI and volume reports by marketing tactic, ad creative and publisher-type.



HOW IT WORKS

- 1 Digital Ad Exposure Data Captured
- 2 In-Store & Online Sales Matched To Ad Exposure
- 3 Incremental sales added via regression analysis
- 4 Media spend integrated to calculate marketing ROI

THE TOP 5 REASONS FOR NIELSEN MTA

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- 1 Access the most powerful data on consumers, cross-media interactions & purchase data available in the world today
- 2 Receive hands-on professional support from the largest data science team in the industry
- 3 Leverage the most deeply trusted & accredited measurement service in the world
- 4 Optimize campaign tactics in-flight to ensure the best use of your marketing dollars
- 5 Connect seamlessly to 100s of cross-channel media & content platforms

