



AN UNCOMMON SENSE
OF THE CONSUMER™

UPGRADE YOUR ANALYTICS

WITH NIELSEN MARKETING ROI



CONSTANT STATE OF DEVELOPMENT

At Nielsen, we're as invested in your goals as you are. That's why we're continuously investing in cutting-edge technology to ensure you have access to everything you need to make more informed and impactful marketing decisions.

Our track record includes:

- The first use of Bayesian models to bring clients a new level of stable and granular marketing ROI results.
- A patent-pending methodology called Intelligent Priors™, which stabilizes marketing ROI models, supports real-time updates, leverages outside information sources and reduces modeling times.
- A proprietary approach to estimating the effective frequency level of advertising – accounting for the effects of media saturation – to best support media planning.
- A long-term advertising effects model, developed in conjunction with Dr. Carl Mela of Duke University, which lets clients use advertising to manage brand health in addition to short-term sales.
- A predictive end-user simulation and optimization software (Nielsen Marketing Planner™), rated best in the industry.

GLOBAL INNOVATION

Nielsen Marketing ROI clients get the quickest access to the most granular global sales and media data available.

Our global data sources flow straight into marketing ROI models, creating efficiencies that significantly reduce project timelines.

And with local presence in more than 100 countries, we have an unmatched ability to provide globally consistent marketing ROI recommendations that help your teams make the right data-driven decisions anywhere in the world.

To learn more about how you can improve the precision of your team's marketing ROI measurement, contact us for more details.

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