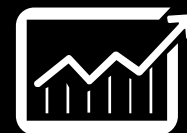




AN UNCOMMON SENSE  
OF THE CONSUMER™

# FULL MARKETING IMPACT

WITH NIELSEN MARKETING ROI LONG-TERM EFFECTS



## WHAT IS IT?

A standard marketing mix model measures the short-term sales gains driven by media. However, advertising may have an impact on sales well beyond the near-term.

Long-term effects models quantify long-term impacts from a marketer's media execution onto brand sales. This impact can be evaluated at the media tactic level to identify what type(s) of media is best at driving long-term incremental volume for the brand.

The results from a long-term effects model provide a complete view of near- and long-term return on investment. This knowledge can aid efforts to build brand equity by choosing media with the strongest long-term impacts.

## HOW IT WORKS

Long-term effects models use the traditional marketing mix results and prior media data as inputs. An additional two years of media data prior to the start of a marketing mix model is used as an input to the model. This allows the model to measure how media executed up to four years ago impacts the core brand sales today. Results can also help quantify impacts from reduced media activity.

Long-term impacts can be measured at the vehicle level (e.g., TV and Print) and results can be delivered as soon as five weeks after those of a full marketing mix modeling study.

## KEY BENEFITS

Long-term effects models can provide a comprehensive understanding of the short- and long-term volume driven by advertising. This analysis, on top of a Nielsen marketing mix study, can help marketers:

- Quantify the impact that advertisements can have several years after execution.
- Identify which marketing vehicles are strong long-term volume drivers.
- Determine trade-offs between near-term gains and long-term brand health.

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

 [MarketingROI@Nielsen.com](mailto:MarketingROI@Nielsen.com)

 [Nielsen.com/MarketingROI](https://Nielsen.com/MarketingROI)