



AN UNCOMMON SENSE  
OF THE CONSUMER™

# OPTIMIZE MARKETING PLANS



WITH NIELSEN MARKETING PLANNER

## WHAT IS IT?

Nielsen Marketing Planner (MP) is an industry-leading, web-based reporting, simulation and optimization platform that lets you leverage marketing mix model results to make better business decisions. MP simulates marketing strategies for a brand or an entire portfolio, projects sales results quickly across a wide range of spending scenarios, and helps you plan budgets at a granular level. What's more, the analytic tool is designed to support planning in multiple modes from weekly media schedules to annual marketing budgets.

## HOW IT WORKS

MP's optimizer runs thousands of simulations with a click of the mouse to maximize sales, profit or a combination of both based on multiple constraints and other user-defined business rules/strategic guidelines.

In addition to flexible forward media planning, MP also enables extensive reporting and drilldown against historic marketing mix results, including decompositions of revenue or revenue change vs. the year-ago period at multiple levels of product, geography and time detail.

With MP, your team members will have the ability to run unlimited what-if scenarios and also to create optimized spending plans by department across all sales channels, whether online or in-store. This represents a powerful mechanism to activate the mix models within your business planning and decision-making processes.

## KEY DELIVERABLES

Marketing Planner will help you solve for the descriptive, predictive and prescriptive aspects of your marketing to answer the Why? What if? and What next? of your campaign or strategy.

- Why?... Understand the key drivers of your business and track your marketing plans against actual data as it becomes available.
- What if?... Forecast changes in your marketing mix and budget allocation, calculating the simulated impact of those changes
- What next?... Optimize your marketing mix for revenue, profit or both.

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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