

THE FUTURE OF ANALYTICS

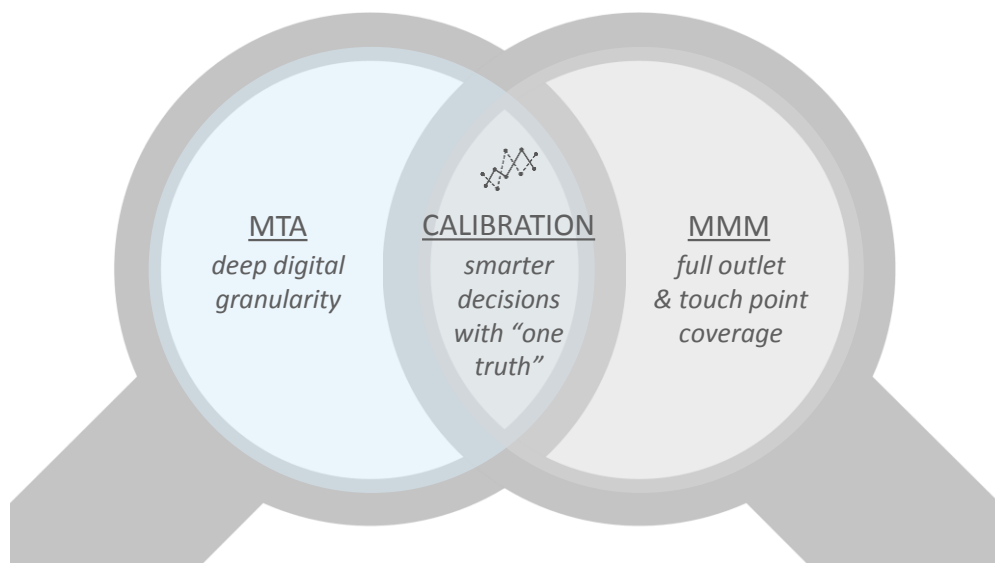
WITH NIELSEN MARKETING ROI



MMM + MTA

Today's complex media environment seemingly prevents advertisers from getting the full picture of their marketing performance across touch points. The only way to fill the gaps is by leveraging the right analytical tools. But which measurement tool is the right one? A combination of a marketing mix modeling (MMM) and multi-touch attribution (MTA) solution is the answer.

A MMM + MTA approach allows clients to drill down into the role individual digital touch points play in a person's path to purchase (MTA) while still considering the effect of all media touch points (MMM). Using our Intelligent Priors™ capability, MTA can be calibrated with MMM results to drill down into more detailed digital effects.



HOLISTIC INSIGHTS

Nielsen's automated MMM platform provides clients more granular, accurate and faster marketing ROI insights using store-level data.

This real-time solution can turn models around in as little as seven days.

What's more, our consumerization models enable holistic marketing effectiveness results to be reported by any attitudinal or behavioral consumer group to enhance your segment-based marketing strategies.

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