

COMPETITIVE BENCHMARKS

WITH NIELSEN MARKETING ROI NORMS



WHAT IS IT?

When it comes to quantitative performance metrics, companies seek to measure their brands relative to internal goals as well as in comparison to a broader universe. The question, “Are our results above, on par, or behind competition?” frequently comes from CMOs and other client marketing leaders.

The product/geographic scale and reach of Nielsen’s global marketing mix modeling practice provides a unique vantage point from which to provide the comparative context clients need to assess their marketing ROI. Unlike any other marketing mix provider, Nielsen can tap into a worldwide benchmark database of information drawn from an average of 800+ MMM studies completed each year.

Our benchmarks provide clients quick, reliable insights into the profitability of their marketing programs relative to a broad category or industry context. What’s more, this robust, normative view is especially valuable for companies expanding into emerging markets that lack marketing ROI history.

ILLUSTRATIVE - [BRAND A & B] [MARKETING TACTIC X] ROI FOR [CATEGORY Y] IN [REGION Z]



HOW IT WORKS

Nielsen Marketing ROI Norms incorporates:

- More than 1,600 brand mix projects and growing (910 Food/Beverage and 700 Non-Food studies)
- Multiple distinct marketing levers including TV, digital, print, radio, outdoor and cinema
- 65 product categories
- Over 260 fast-moving consumer goods (FMCG) trademarks
- More than 360 distinct FMCG brands
- 40 countries representing all 7 Nielsen regions
- 72 client companies

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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