



AN UNCOMMON SENSE
OF THE CONSUMER™

REAL-TIME BUSINESS DRIVERS

WITH NIELSEN MARKETING ROI RECALIBRATION



WHAT IS IT?

Most in-market tracking of marketing effectiveness is done on an ad-hoc basis by analyzing the lifts of one marketing tactic at a time. Unfortunately, today's complex marketing environment makes it impossible to compare results from all of these separate analyses.

Nielsen Marketing ROI Recalibration provides a platform for evaluating all marketing investments simultaneously, so marketers can understand which tactics are working for them and shift investments to those vehicles in real-time, leading to higher sales.

Recalibration allows for better, real-time marketing decisions by providing an updated view of trade and media impacts. These updates can be done for a variety of time periods but are most commonly performed quarterly or bi-annually.

HOW IT WORKS

Recalibration builds off of a brand's marketing mix model (MMM). By using the original model's results as a base, we build a foundation of insights and add to those outcomes continuously into the future.

The recalibration process can be run in as little as four weeks once all MMM inputs are collected for the new sales time period. Results can provide a perspective on campaign performance shortly after execution.

If a campaign was still being executed up to the end of a MMM study, recalibration enables marketers to see the full picture of campaign performance. What's more, new campaigns can be assessed to gauge preliminary results. In both cases, there is no need to wait three months to evaluate marketing investments as is typical with a full MMM study.

KEY BENEFITS

Recalibration provides up-to-date impacts of the most recent trade and media campaigns. This analysis helps marketers:

- Understand how current marketing investments are driving their business in less time than a full MMM study.
- Gain insights on marketing campaigns recently executed to better influence current media plans.
- Respond to the market more quickly and accurately with frequent updates on how to optimize their marketing mix.

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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