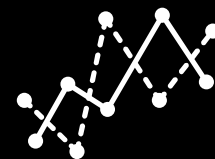




AN UNCOMMON SENSE
OF THE CONSUMER™

DRIVE COMBINED IMPACT

WITH NIELSEN MARKETING ROI SYNERGY ANALYSIS



WHAT IS IT?

Synergy is the concept that there may be improved effectiveness from executing various marketing events in conjunction with each other instead of running them independently. Synergy analyses measure the additional sales being driven from executing two marketing tactics together. This can provide a gauge of how certain vehicles interact with one another.

The results from a synergy analysis can help marketers answer questions about what media vehicles work well when executed together. This knowledge can aid in planning future marketing activity, so that tactics with the higher synergies can be planned to run simultaneously and drive more sales.

HOW IT WORKS

Our synergy analysis is a model using the traditional marketing mix modeling results as inputs. Synergy factors are also added to the model to capture the impact of two marketing tactics working together. The model then quantifies the incremental sales due to the combined effect of these tactics.

Synergy can be analyzed at the media vehicle level (e.g., TV and trade) or at the campaign level (e.g., TV Campaign A and Digital Campaign B) depending on your business questions.

Synergy results can be delivered as soon as two weeks after those of a full marketing mix modeling study.

KEY DELIVERABLES

Synergy analysis provides a deeper understanding of how marketing tactics are working together to drive sales.

This analysis, on top of a marketing mix study, can help to:

- Recognize additional sales generated from multiple tactics working together.
- Optimize future marketing plans and determine which events should be executed simultaneously.

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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