

# PRICING AND PROMOTIONS

WITH NIELSEN MARKETING ROI



## WHAT IS IT?

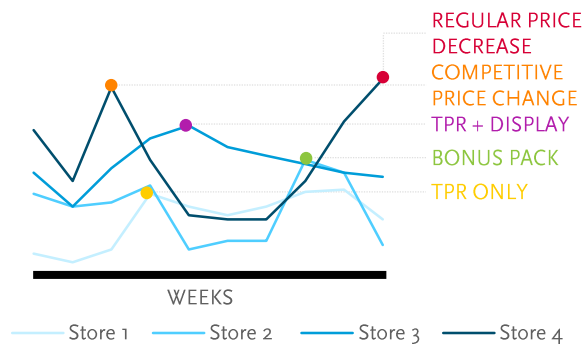
When we look at how trade spending has doubled over the past 10 years – at the expense of profits – and can be more than twice that of ad spending, can you afford to have anything less than a complete view of your trade promotion initiatives?

That’s why Nielsen Marketing ROI takes a holistic, customized approach to understand all drivers of your business including the impact from changes in not just media but distribution depth, price, trade and more.

## HOW IT WORKS

We apply proprietary econometric modeling techniques to our granular store-level data to provide the most robust understanding of your marketing mix. These models can then be loaded into Nielsen Marketing Planner (an industry-leading, web-based reporting, simulation and optimization platform) to forecast media and trade promotional strategies for a brand or an entire portfolio.

As a company with more than 25 years of experience providing fact-based, insight-driven marketing ROI solutions, we’ll help keep you ahead of the pack.



## KEY DELIVERABLES

- Weekly volume decomposition (base driven volume vs. media/marketing/trade driven volume)
- Discount and trade elasticities
- Discount and trade effectiveness, efficiency and ROI (where spend is available)
- “What-if” simulation capabilities of trade promotional strategies in Nielsen Marketing Planner (an industry-leading, web-based reporting, simulation and optimization platform)
- Impact of trade effects separately for Feature & Display, Feature, Display and more

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