

# MAXIMIZE MARKETING IMPACT

## WHAT IS IT?

Marketers need to measure and optimize the impact of their marketing plans in order to enhance the return on their spend.

Nielsen Marketing ROI uses statistical models to understand past trends and predict the future effect of marketing tactics on sales, helping companies achieve their business objectives and drive business value. These results and continuous application of marketing ROI offer companies a competitive edge.

## HOW IT WORKS?

- Measurement of a wide array of marketing, including traditional (e.g., TV, in-store trade) and non-traditional (e.g., interactive, digital, emerging) elements.
- Store-level model for complete evaluation of media, consumer and in-store promotions, and measuring differences in response across consumer groups.
- Gain perspective on your mix by comparing your marketing strategy to industry norms.
- Consulting services through simulation tools and what-if scenarios in order to improve your marketing plans.

## KEY BENEFITS

### Best-in-class analytics

We are recognized as a leader in analytic best practices and we use these learnings to improve the precision and speed of our models. What's more, we dedicate significant resources to innovation to ensure we keep our clients on the cutting edge.

### High-touch consulting

We go out of our way to help clients and we take pride in our customer service model as we often become an extension of clients' internal teams rather than being just another vendor.

### Outcome-driven partnership

Our team of 240+ consultants customize engagements to provide actionable insights to marketers including sophisticated forecasting and optimization capabilities.

### Global measurement expertise

With marketing ROI consultants and data assets around the world, we have the ability to provide consistency across region-specific marketing mix recommendations to global marketers.

### Unique data assets

We can leverage global Nielsen data into our models for faster, more precise and consistent results. No one has the store-level data like us needed to create industry-leading models.

To learn more about how you can improve the precision of your team's marketing ROI measurement, contact us for more details Email: [MarketingROI@Nielsen.com](mailto:MarketingROI@Nielsen.com) or visit [Nielsen.com/MarketingROI](http://Nielsen.com/MarketingROI)