

## MARKETING PLANNER

# OPTIMIZE YOUR MARKETING PLANS WITH MARKETING PLANNER

Nielsen Marketing Planner (MP) is an industry-leading, web-based reporting, simulation and optimization platform that lets you leverage marketing mix model results to make better business decisions.

Item	Forecasted	Difference	%Difference	
Volume	70,240,690	70,240,690	0	0.0%
Margin	\$2.22	\$2.22	\$0.00	0.0%
Revenue	\$155,793,633	\$155,793,633	\$0	0.0%
Total Media Budget	\$0	\$0	\$0	0.0%
Profit	\$155,793,633	\$155,793,633	\$0	0.0%
Banner	\$0	\$0	\$0	0.0%
Social	\$0	\$0	\$0	0.0%
Out of Home	\$0	\$0	\$0	0.0%
Print	\$0	\$0	\$0	0.0%
Radio	\$0	\$0	\$0	0.0%
TV	\$0	\$0	\$0	0.0%
Video	\$0	\$0	\$0	0.0%
Total Media Budget	\$0	\$0	\$0	0.0%

## WHAT IS IT?

MP simulates marketing strategies for a brand or an entire portfolio, projects sales results quickly across a wide range of spending scenarios, and helps you plan budgets at a granular level. What's more, the analytic tool is designed to support planning in multiple modes from weekly media schedules to annual marketing budgets.

Contact a Nielsen representative to learn how you can improve the precision of your team's marketing ROI measurement. Email [MarketingROI@Nielsen.com](mailto:MarketingROI@Nielsen.com) or visit [Nielsen.com/MarketingROI](http://Nielsen.com/MarketingROI).

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## HOW IT WORKS

MP's optimizer runs thousands of simulations with a click of the mouse to maximize sales, profit or a combination of both based on multiple constraints and other user-defined business rules/strategic guidelines.

In addition to flexible forward media planning, MP also enables extensive reporting and drilldown against historic marketing mix results, including decompositions of revenue or revenue change vs. the year-ago period at multiple levels of product, geography and time detail.

With MP, your team members will have the ability to run unlimited what-if scenarios and also to create optimized spending plans by department across all sales channels, whether online or in-store. This represents a powerful mechanism to activate the mix models within your business planning and decision-making processes.

Nielsen has helped us identify key areas of success in our marketing tactics in order to use our budget more effectively. Their Marketing Planner Optimizer is a quick and easy way to find the most profitable use of our marketing dollars and serves as a guide during our annual planning. Their consultants brought expertise that shape the ways we measure the impact of our marketing efforts.

**TYLER GRUBBS, SR. MANAGER, BUSINESS ANALYSIS  
RACETRAC PETROLEUM**

## KEY DELIVERABLES

Marketing Planner will help you solve for the descriptive, predictive and prescriptive aspects of your marketing to answer the Why? What if? and What next? of your campaign or strategy.

### Why?

Understand the key drivers of your business and track your marketing plans against actual data as it becomes available.

### What is it?

Forecast changes in your marketing mix and budget allocation, calculating the simulated. impact of those changes.

### What next?

Optimize your marketing mix for revenue, profit or both.

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