

BENCHMARK MEDIA OPTIMIZER

LEVERAGE BENCHMARKS FOR FAST, INTELLIGENT BUDGET ALLOCATION

WHAT IS IT?

Today's market makes it more difficult than ever to know where to put your marketing dollars. An increasing list of ways to reach your audience, various markets and multiple brands stretch your budget to the limit and you're expected to make decisions with increasing speed. This need for a quick turnaround across several markets or brands can make conventional marketing mix projects infeasible.

Now there's a way to apply industry benchmarks from Nielsen's vast marketing mix results database to make informed budget allocation decisions in a very quick timeframe. Nielsen Benchmark Media Optimizer uses results from brands similar to yours from our database of marketing mix model results to forecast marketing performance under different scenarios, giving you insights to get more return for your marketing dollars. The benchmark database is built on results of over 40,000 marketing events.

WHY NIELSEN?

Nielsen is a leader in marketing mix modeling. Our benchmark database is one of the largest in the industry and crosses categories, countries and media to offer you results backed by years of experience. The custom studies that make up our benchmark database have a proven accuracy rate and are the gold-standard within the industry.

Nielsen Benchmark Media Optimizer results are delivered in a simple simulation tool which allows you to test multiple scenarios to answer questions like:

- How should my budget be allocated among the different marketing elements?
- What's the optimal level and timing of media advertising?
- If I have more to spend, what tactics should I put the dollars against?

RIGHT PRICE, RIGHT TIMING

Nielsen Benchmark Media Optimizer is a great option for:

- New brands without advertising history
- Smaller brands that don't have the budget for a full custom marketing mix study
- Initiatives that require faster results
- Global brands that need a single media optimization across several markets

For more information contact a Nielsen representative at MarketingROI@Nielsen.com or visit Nielsen.com/MarketingROI