

MULTI-TOUCH ATTRIBUTION

COMPREHENSIVE & CONTINUOUS DIGITAL MEASUREMENT

WHAT IS IT?

As the types of digital advertising options expand, it's more important than ever to get granular insights into how well your online efforts are working to drive sales and ROI, and to understand this on a regular basis so you can quickly adjust and optimize.

Nielsen Multi-Touch Attribution (MTA) application allows brands to get **more granular** insights into how well digital advertising drives sales in a **faster turnaround** than traditional Marketing Mix studies. MTA seamlessly ties a brand's digital media marketing to offline sales, and attributes incremental sales precisely to the marketing touchpoint that drove it. Activity is measured at the person and household level, for a more direct understanding of the relationship between impressions and sales. The results are available in a tool that drills down to ROI at the lowest placement level, allowing brands to make the most actionable marketing decisions as quickly as possible, and includes updated results throughout the year.

GRANULAR MEDIA INSIGHTS

WHY NIELSEN?

Our expertise in data, measurement, insights and actionability, provide unparalleled value in understanding and improving your digital activities:

SUPERIOR DATA INPUTS

- Unique access to offline sales of nearly 90 million households at thousands of retail locations across the US
- Seamless integration of Nielsen data, enabling quick data access
- Granular data inputs at the household, individual and/or cookie level

COMPREHENSIVE METHODOLOGY

- Controls for indirect touchpoints such as TV, Trade Promo activity and other variables such as weather.
- State of the art advanced analytics running in a cloud environment
- Integration between MTA and Marketing Mix Models to help clients capture the granularity and breadth of their total marketing plan

CLEAR INSIGHTS & ACTIONABILITY

- Results delivered in a simple to use dashboard and available at a granular level, including device, site, campaign, audience, placement and creative level, in order to optimize spend allocation
- Rich portfolio of KPIs including ROI, ROAS, effectiveness, and incremental trial households
- Results refreshed every 4 weeks
- Forward looking optimization tool to help you better plan your next campaigns

DEDICATED CLIENT SUPPORT

- Client support team with strong business understanding built on Nielsen historical track record of unbiased marketing effectiveness measurement

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