



AN UNCOMMON SENSE
OF THE CONSUMER™

E-COMM MEASUREMENT:

NIELSEN INTRODUCES PROFITERO DIGITAL SHELF 360 & AMAZON RETAIL DIRECT SALES/SHARE

PROFITERO IS A LEADING E-COMMERCE ANALYTICS PROVIDER

Nielsen is investing in bringing you total consumer measurement solutions. In Q4 we are launching the most comprehensive US e-commerce measurement product in the marketplace and we are continuing to add new and differentiated capabilities to ensure you have the tools you need to grow your business in this increasingly important growth channel, today and beyond.

We are working with Profitero, the leader in e-commerce analytics, to give you two solutions *available today*, unique to the marketplace – Digital Shelf 360 and Amazon Sales & Share estimates.

DIGITAL SHELF 360

Profitero consistently monitors over 300M products on 4,000 websites in over 40 countries, delivering a holistic view of your digital shelf presence across retailers, coupled with expert guidance on topics such as pricing, promotion, assortment, ratings and reviews to uncover and help you capitalize on your e-commerce opportunities:

- Are your retailers pricing your products correctly?

- Are MAP violations an issue?
- Is your promotional strategy executed to plan?
- Are your key products in stock compared to your competitors?
- Is your assortment competitive across your channel?
- Is your product content optimized on each site?
- How are your rating and reviews influencing search rank?
- What is your market share/sales?

Answers to these questions deliver the best shopping experience through a perfectly executed digital shelf.

AMAZON SALES & SHARE

Increase Amazon's impact as a distribution channel by getting answers to critical questions that go beyond the Amazon Retail Direct data that you purchase:

- What is the total size of the categories in which I sell products at Amazon?
- How fast are these categories growing over time?
- What is my Amazon market share in each of my categories?
- Am I growing my share in these categories, and by how much?
- How does my market share compare to my competition?
- What are third party marketplace sales for my products?

KEY BENEFITS

Delivering solutions today that help you:

- Estimate share of category sales for all your brands on Amazon
- Detect competitive product launches and promotions
- Optimize share of page on search results for all your products at online retailers
- Identify products with suboptimal ratings and reviews and analyze full review text for shopper insights
- Audit product content compliance and online store execution at your retail partners
- Understand what drives your products' online performance and how to improve sales
- Identify products out of stock at your retail partners
- Monitor online MAP compliance

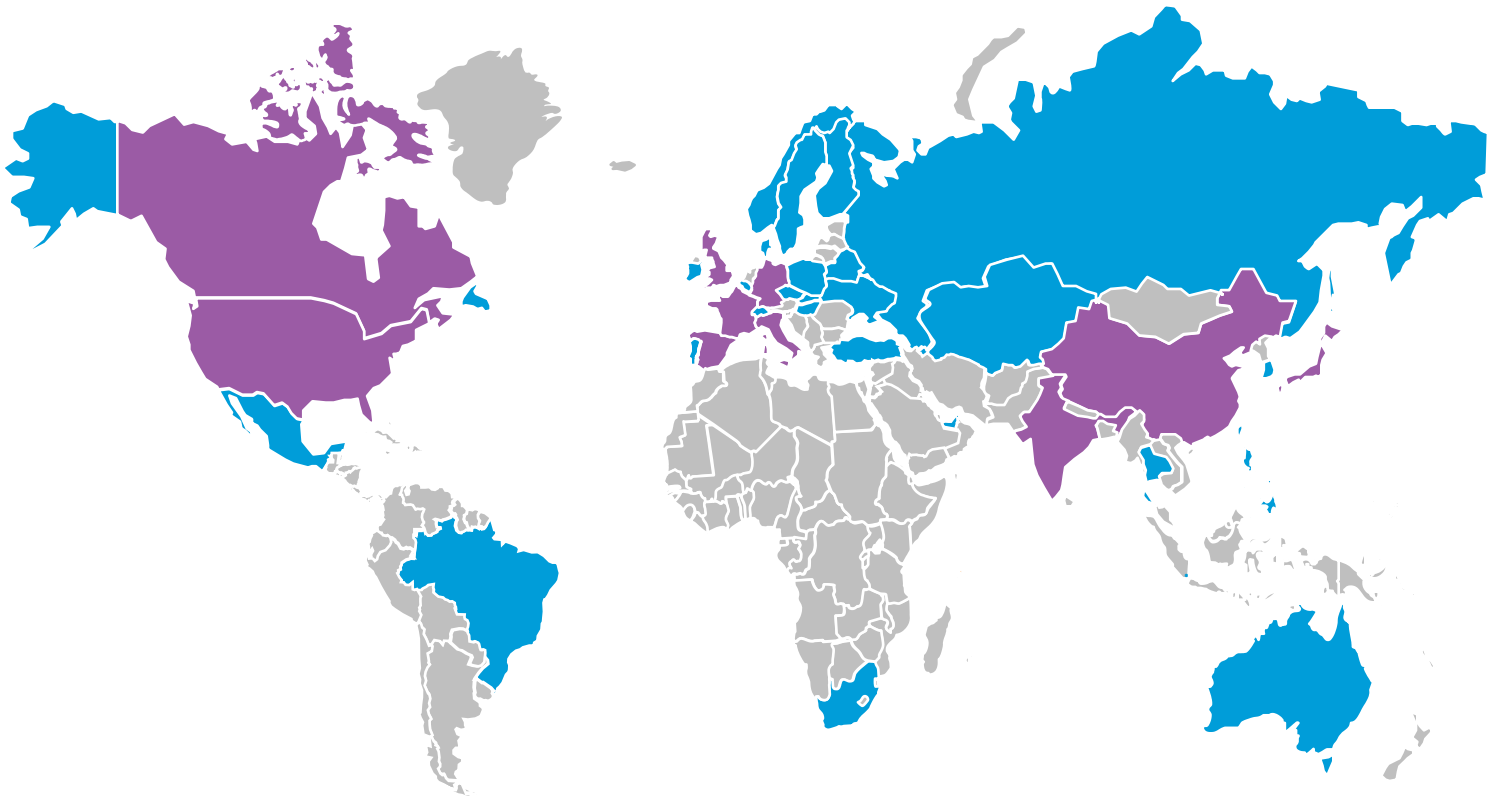




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WHERE IS THE SERVICE AVAILABLE

With a focus on your most strategic markets, and those where consumers are adopting e-commerce the fastest, Nielsen and Profitero are pleased to offer Amazon Retail Direct Sales/Share and Digital Shelf 360 in the following markets:



 Amazon Sales & Share + Digital Shelf 360

 Digital Shelf 360

RETAIL COVERAGE

We have the ability to easily expand coverage to add retailers that are important to you.

For more information contact your
Nielsen representative at 866-864-1244
or visit www.nielsen.com/profitero