



NIELSEN CLEAR DECISIONS

SIMPLIFY DATA COMPLEXITY AND DELIVER BETTER INSIGHTS FASTER

Increase productivity

Nielsen Clear Decisions Crosstab helps you swiftly mine data to create insightful, presentation-ready reports in seconds. Easily view the relationship between multiple points of data with simple and intuitive drag-and-drop crosstab capabilities. From data filtering needs to charting and formatting, Clear Decisions Crosstab makes getting meaningful insights and presentation ready reports effortless.

Save time spent crunching numbers on a daily basis, and focus more on results with Nielsen Clear Decisions™. This innovative and self-updating workplace allows you to swiftly mine data and create presentation-ready reports from a single screen in seconds!

With minimal training needed, view the relationship between multiple points of data with simple and intuitive drag-and-drop crosstab capabilities. For your data filtering needs, utilize the Smart Views toolbar to help visualize data variance. In addition, hundreds of chart options provide endless formatting choices for your final output.

GET MEANINGFUL INSIGHTS QUICKER

Identify key audiences with Clear Decisions



Fast

Greater insight faster, for increased productivity



Functional

Drag-and-drop coding to build quick reports



Ready to go

Presentation worthy graphs and charts

INTEGRATED SYSTEM, COUNTLESS STUDIES

Streamline the number of systems needed by using Clear Decisions™ for an endless amount of databases available to analyze. Including:

Affluent Studies - GfK MRI - Global Business Influencers - Global Web Index - IPSOS - JD Power - MRI Fusions - Nielsen Fusions - Numeris RTS - Scarborough - Simmons - Vividata - YouGov *NEW* - Proprietary Studies

ADVANCED DATA MINING

Knowledge discovery

Dig deeper into your data effortlessly, without the necessity of a strong mathematical or analytical background. Finally, a tool that provides rapid and real value from the data your business is invested in.

Unlock the extensive power of investigative techniques through:

- *NEW* Dashboards to quickly visualize key elements of your target
- Color coding for uncovering new insights you can highlight for quick reference
- *NEW* Heatmaps to easily determine how a particular target performs across geographical areas
- The ability to link associated reports, charts, and custom formats with each user account for seamless integration across your business
- Automatic updating when new data becomes available

From joining data together for strategically created robust print plans, to utilizing advanced functionality like detailed coding, volumetrics, trending, and more, Clear Decisions™ has it all. Optimize your time and minimize effort spent on analyzing infinite data points with this all-encompassing tool.

For more information, please contact your Nielsen account manager

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