

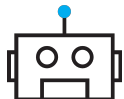
BETTER DATA LEADS TO BETTER PERFORMANCE

OVERVIEW: A national CPG brand, wanted to empower themselves by becoming more consumer-centric and data-driven with their marketing. Facing the year with new product launches, the brand decided to run several short-burst campaigns that provided personalized consumer experiences, and they looked to Nielsen to help them build effective audiences, reduce media waste and ultimately drive incremental sales.

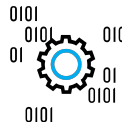
NIELSEN CAPABILITIES



Nielsen Audience Data: The brand used Nielsen's credit card transaction and CPG purchase data, to build custom segments (e.g. category buyers who are also heavy shoppers at a specific retailer)



Artificial Intelligence: Enabled the brand to create models based on their own 1st party data (e.g. those who downloaded coupons on the website, those who engaged with their media)



Data Management: Allowed the brand to monitor ad delivery and implement frequency caps to increase media efficiency



Multi-Touch Attribution: The brand was able to measure the success of these tactics and optimize their campaigns

OUTCOME



500,000

incremental pounds of product sold
during one measured period as a result
of optimizations, a \$1.5 - \$3.5 ROI