

MARKETING MIX MODELING

MAXIMIZE MARKETING IMPACT

WHAT IS IT?

Marketers need to measure and optimize the impact of their marketing plans in order to enhance the return on their spend. With so many different ways to reach consumers and influence them to buy your product, how do you know what's actually working?

Nielsen's Marketing Mix Models use statistical analysis to understand past trends and predict the future effect of marketing tactics on sales, helping companies achieve their business objectives and drive value. Insights identified enable you to understand the impact of a wide array of marketing activities, including offline (such as linear TV, in-store promotions) and online (such as search, display, online video, social), and know what to do next.

HOW IT WORKS?

- Measurement of a wide array of marketing, including traditional (e.g., TV, in-store trade) and non-traditional (e.g., interactive, digital, emerging) elements.
- Granular models (i.e. store-level) for complete evaluation of media.
- Gain perspective on your mix by comparing your marketing strategy to industry norms.
- Consulting services through simulation tools and what-if scenarios in order to improve your marketing plans.

KEY BENEFITS

Best-in-class analytics

With a Nielsen Marketing Mix model, you are getting access to leading statistical approaches and data to most accurately tease out the impact of your marketing investments. We are recognized as a leader in analytic best practices and we use these learnings to improve the precision and speed of our models. What's more, we dedicate significant resources to innovation to ensure we keep our clients on the cutting edge.

Unique data assets

Nielsen tracks both media that people are exposed to and what they buy. These proprietary and granular data assets, in combination with third-party data, are utilized in the marketing mix models to gain a strong and more precise understanding of the impact of marketing activities on sales.

Strategic consulting

Nielsen Marketing Mix Modeling consultants are specialized and highly trained in marketing mix modeling, and how to answer your most pressing marketing business questions. Our teams are trusted partners to our clients' teams and provide actionable insights to help you achieve your objectives.

Actionable Insights and Scenario Planning

Nielsen Marketing Planner is the online platform where results of the model can be accessed, and sophisticated forecasting and optimizations can be run to help you determine the best use of your spend.

Global measurement expertise

With marketing mix consultants and data assets around the world, we have the ability to provide consistency across region-specific marketing mix recommendations to global marketers.

To learn more about how you can improve the precision of your team's marketing ROI measurement, contact us for more details Email: MarketingROI@Nielsen.com or visit Nielsen.com/MarketingROI