

# **Marketing ROI**

While the changing media landscape offers ever more tools for getting your message out to consumers, it is still not always simple to determine whether your marketing is working.

How do you justify marketing spend? Is it better to invest in above-the-line advertising or below-the-line promotions? What is the best way to balance long- and short-term marketing goals?

## **How We Can Help**

Nielsen's 360-degree view of the worldwide consumer provides the foundation for improving your return on marketing investment. Nielsen delivers comprehensive analysis with a simple focus: how can your marketing program ignite sales? We'll help you assess which platforms, creative and audiences have the highest sales potential, and how to stay a step ahead of competitors.

## **How We Do It**

Nielsen provides the most complete view of media, tactics and price points, blending shopper data, internet usage and television viewing to perfect your entire end-to-end marketing strategy. Our comprehensive solutions include:

- **Tracking** of consumer engagement and response to marketing programs
- **Modelling** using sophisticated simulation and planning applications
- **Behaviour analysis** of valuable consumer segments and how best to reach them
- **ROI assessment** of your historical marketing performance using proven statistical modelling
- **Clear actions & recommendations** of which marketing tools to use and ways to optimise marketing mix for immediate needs and long-term goals
- **Consultation** with experts in your industry.

## **Why Nielsen?**

Nielsen's proven ability to connect consumer purchase behaviour to media preferences is the key to upgrading your marketing ROI. We offer decades of expertise with trade and promotional spending, along with sophisticated media analytics, to give you a distinct edge when developing a focused and integrated plan across multiple channels.