OPTIMIZE YOUR BRAND STRATEGY

POWERFUL INSIGHTS FEEDING INTO PRECISE SIMULATIONS WITH NIELSEN ANALYTICS

UNDERSTAND THE CHANGES IN PERFORMANCE BY STORE CLUSTERS

- Track initial handlers
- Maximise distribution opportunities
- Portfolio performance analysis
- Understand price dispersion

DESIGN A RELEVANT AND EFFICIENT RANGE FOR YOUR BRANDS AND THE CATEGORY

Become category thought leader and help prioritize innovation pipeline based on category opportunities by quantifying the true incremental value of individual products to the category

OPTIMISING PROFIT WITH PRICE AND PROMOTIONS

Evaluate your sensitivity to price changes and response from promotional activity in order to accurately optimise your price & Promotion strategy to drive growth and reduce risk

GETTING THE BEST OUT OF MARKETING INVESTMENT

Understand the sales returns from your activity and quantify accurately effectiveness and ROI in order to prioritize successfully future spend on your portfolio

PLAN FOR THE FUTURE USING FORECASTING SOLUTIONS

Plan smarter using forecasting to accurately evaluate the potential of your brand and category to enable better resourcing and long term strategic planning

For more information about Nielsen Distribution Optimization & Analytics or our Sales Effectiveness solutions, contact your Nielsen representative or visit www.nielsen.com/seff.

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REACH THE RIGHT STORES AND THE RIGHT CONSUMERS WITH DISTRIBUTION OPTIMIZATION & ANALYTICS

WHAT IS IT?
Nielsen Distribution Optimization & Analytics can help you optimize distribution strategies to get products efficiently and successfully into the hands of the consumer. We can help give you answers to:
• How many outlets do I have to enter to achieve a given weighted distribution?
• Is my product available in best outlets on the market?
• Is my competitors’/other brands’ distribution more effective?
• What distribution targets should I set?
• How much additional sales will I win by optimizing distribution?

HOW IT WORKS?
Nielsen Distribution Optimization & Analytics is a suite of solutions that helps you understand the trade environment across Modern and Traditional Trade to uncover growth opportunities. We give you real-time data analytics, satellite imagery, and mobile technology to identify white space opportunities. We help you understand your competition, and analyze the retail presence around your stores or potential geographies of interest to make informed decisions regarding local sales strategies and footprint expansion.

KEY BENEFITS
• Empower your sales and distribution teams with comprehensive store lists for operational efficiency
• Find areas of demand and opportunity based on the compatibility between a product and a retail location’s trade area or geography of interest
• Quantify competition for an account, retail location or cluster of locations
• Identify the stores that contribute the most sales in a category
• Pinpoint the best stores for your brand expansion to be listed

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REACHING THE RIGHT CONSUMERS

FROM THE RIGHT STORES TO THE RIGHT CONSUMERS, NIELSEN DISTRIBUTION SOLUTIONS HELPS YOU GET IT RIGHT IN TRADITIONAL TRADE

WHAT IS IT?
Nielsen Distribution Solutions can help businesses and brands optimize distribution strategies to get products efficiently and successfully into the hands of the consumer.
A suite of solutions based on traditional trade retail audit data, Nielsen Distribution Solutions helps you understand the trade environment to uncover growth opportunities.

HOW IT WORKS?
1. SIZING OPPORTUNITY
   How many top selling category stores are currently not present in?
2. RIGHT MIX
   What is the minimum numbers of products I should have?
   Which items should I push in these stores?
3. DEFINING FOCUS
   What are the distinct identifiers of these stores?
4. GETTING THERE
   How do we get there? What are the addresses of the stores?

KEY BENEFITS
• Zooming in on the right regions
• Information on which stores provide the highest yield and lowest risk and cost
• Which distribution routes are the best bet - direct or indirect distribution routes?

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MAXIMIZE CATEGORY DEMAND WHILE MINIMIZING OUT-OF-STOCK

NIELSEN OFFERS ASSORTMENT AND SPACE OPTIMIZATION (ASO) AS ONE INTEGRATED PLATFORM

WHAT IS IT?
Nielsen Assortment and Space Optimization (ASO) recognizes the inextricable link between assortment and physical space, bringing speed, accuracy and simplicity to an otherwise complex process. Our end-to-end solution delivers integrated content, powerful analytics and software applications — from manufacturer strategic planning through store-level execution — to address the breadth of your needs, all in one platform.

HOW IT WORKS?
The ASO engine is fueled by Nielsen’s comprehensive data services through a SaaS architecture. It seamlessly integrates with your existing enterprise solutions allowing you to quickly gain flexibility and scale in market. This robust system leverages both retailer and market data while harnessing a combination of capabilities including assortment planning, merchandising strategy, planogram management, automation and workflow services.

KEY BENEFITS
• Accurate and accessible data to drive your business wherever and whenever you need it
• Create your assortment with the confidence that both retail supply and demand are optimized simultaneously
• Facilitate stakeholder collaboration through streamlined processes saving you time and hassle
• Access anywhere tools help your productivity, guaranteeing latest functionality enhancements
• Just-in-time performance analytics enable adjustments with real-time impacts on your business today
• Know the efficiency of your plans before you execute against them

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KEY FEATURES

Nielsen ASO offers a user-centered design, offering an easy, intuitive experience for the infrequent user, and unparalleled analytical configuration for the strongest power users out there.

Category Current State helps you become an assortment expert and partner, arming you with intimate knowledge of how the category is performing according to actual data — distribution, sales by segment, trends, etc. — leveraging Assortment model diagnostics. An imported planogram can be used as a starting point.

Scenario Building, Analysis and Comparison allows you to create scenarios and assess potential category versus current category state by testing the impact of different parameter settings before selecting an assortment for recommendation. You can utilize a fully-automated optimization, or choose to make manual refinements to include/exclude products.

Plan Tracking allows you to review progress against approved plans at the individual retailer level or across the broader market landscape.

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BUILD MORE EFFICIENT TRADE PLANS WITH PREDICTIVE PLANNING

WITH REVENUE MANAGEMENT & OPTIMIZATION

WHAT IS IT?
Optimizing pricing and promotion is an industry-wide challenge. In fact, two-thirds of events lose money on trade promotions. Key challenges that drive this loss include:

• Poor visibility into financial performance of trade events.
• Disparate data sources needed to measure trade effectiveness.
• Disconnected trade spend planning systems.

No matter the size of company, efficient trade investment is a key priority. By combining predictive planning, strategy execution expertise and best-in-class models, Nielsen increases the performance of your promotional dollars within an actionable trade framework.

HOW IT WORKS?
Nielsen’s trade planning framework creates strategic plans and measures impact for better outcomes through:

• Predictive Planning – Simulate options for more efficient trade plans
• Post-Event Analysis (PEA) – Identify characteristics of winning and losing promotional events to improve ROI

Nielsen is uniquely qualified with industry leading analytics, insights and tools to make your trade work harder.

KEY BENEFITS
• Eliminate wasteful events and redeploy funds to more effective strategies
• Identify best practices for optimal pricing and promotion strategies to maximize total category sales
• Build strategic plans to grow category sales, retailer profit, and manufacturer volume and profits

EMBED INSIGHTS INTO YOUR PLANNING PROCESS
CUSTOMIZATION OPTIONS TO FIT YOUR NEEDS AND BUDGET
ENTERPRISE-STRENGTH TOOLS AND ACTIVATION SUPPORT

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TURN YOUR SALES STRATEGY INTO IN-STORE SUCCESS

WITH STORE OBSERVATION SERVICES

WHAT IS IT?
In-store execution is a key ingredient to long-term success for retailers and manufacturers alike. However, actual store execution often differs greatly from the original plan. Monitoring store execution is crucial to understanding key sales drivers, as well as fully evaluating return on investment of in-store tactics.

We give you store-level insights, highlighting everything from out-of-stock and on-shelf availability opportunities to seasonality trends to new item tracking and product conversions.

HOW IT WORKS?
Nielsen Store Observation Services provides you with power analytics about your in-store performance. It leverages the latest in mobile data collection and image recognition technology, giving you power and flexibility to:

• View your performance at the store level
• Measure the shelf as often as needed with a smartphone app
• Monitor planogram compliance
• Tie sales to in-store conditions
• Address targeted in-store questions through unbiased and objective measurement

KEY BENEFITS
• Visibility into actual store conditions to optimize retail investments
• Quick, powerful analysis that enables you to take action faster
• Broad coverage of stores and categories
• Linkages with store level sales data help create data-based in-store strategy
• Best-in-class mobile collection gives you flexibility to capture any metric, in any store environment
• Data collection performed by your sales representatives or Nielsen auditors

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