

One collaborative platform powering brands and retailers to go from *data to insights to activation*



Platform

NIQ Activate is an end-to-end, SaaS platform leveraging artificial intelligence and machine learning to move you **from data to insights to activation**.

NIQ Activate's modular approach arms retailers and suppliers with supply chain, category, and customer-centric insights for operational, assortment, and marketing related decision-making in a collaborative way with **one version of the truth**.

NIQ Activate is a quick time-to-value platform, enabling you to accelerate growth, achieve new revenue streams, and gain a competitive edge by capitalizing on merchandising, personalization, retail media, and data monetization opportunities.



Modules

Supply Chain Analytics – *Activate* supply chain excellence and maintain on-shelf availability with reduced out-of-stocks

Assortment & Promotion Analytics – *Activate* customer-centric assortments and promotions impact to increase revenue

Category & Customer Analytics – *Activate* your customers' insights to discover risks and growth opportunities

Personalized Offer Management – *Activate* personalization at scale to deliver the right content, at the right time, and in the right channel to increase wallet share

Retail Media Intelligence – *Activate* personalized retail media ads to create incremental value and drive ROAS

