

Accessing the Market At a Glance (M@AG) app

Purpose and access

The Market At A Glance app consists of several reports designed to help you understand market dynamics and NIQ's Retail Measurement Service (RMS) information in select countries or categories. For more information on the reports within this app, refer to the **Using the Market At A Glance Reports** job aid.

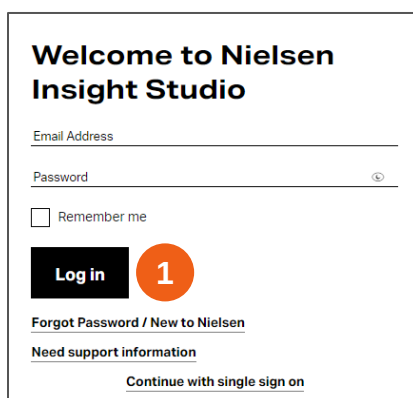
To request access to Market At A Glance, fill out [this](#) form by entering details about your access request.

Typically, access is granted within three business days.

Once you've been given access, you can view Market At a Glance from your computer:

1. Log into [NIQ Insight Studio](#). Enter your email address and password, and select **Log in**.

You can also access it from the **My Tools** menu in the Answers Portal.



Wellcome to Nielsen Insight Studio

Email Address

Password

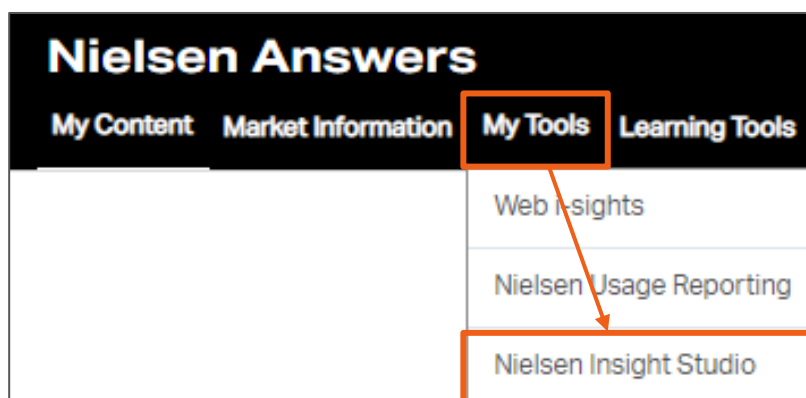
☐ Remember me

Log in 1

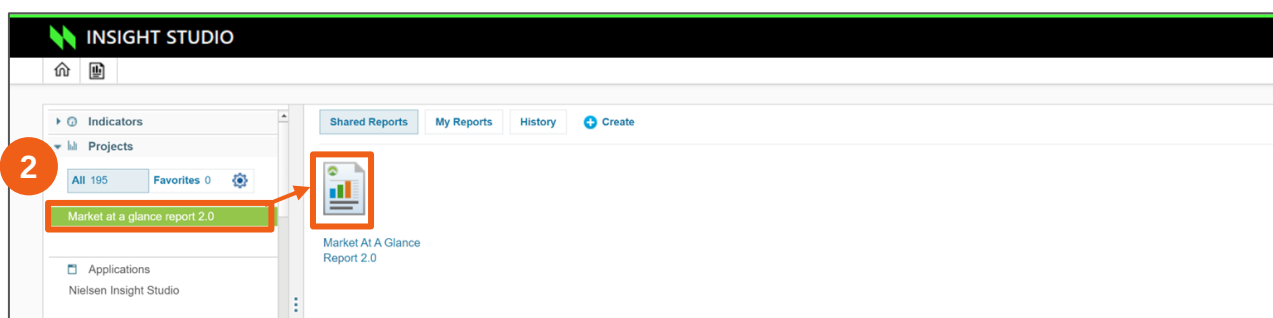
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2. From the dashboard, select the **Market At A Glance Report 2.0** project and select the **Market At A Glance Report 2.0** report.



2 Accessing the Market At a Glance (M@AG) app

View Market At A Glance from your computer (continued)

3. M@AG opens in a new window.

