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NIQ For Trade Planning

Find your next **price and promotion strategy**

Pricing pressures, changing consumer preferences, and a **disrupted retail landscape** have weakened traditional trade strategies. Leverage market performance and consumer insights data to **define the right pricing** and **trade promotions** to grow market share, optimize margins, and build consumer loyalty.

Optimize pricing

- Track competitive dynamics
- Define pack/price architecture
- Establish everyday pricing

Deliver winning promotions

- Test pricing and promo scenarios
- Quantify price elasticities
- Uncover incremental volume

Launch retailer-specific executions

- Streamline account planning
- Optimize targeted offers
- Drive efficiencies for profitable growth

Why NIQ?

Realize your trade planning goals with

Unmatched data, providing timely store- and UPC-level modeling

Objective-focused optimizations to unearth category wins

Turnkey insights powered by expert-driven analysis and user-friendly software

Spotlight solutions:

Business Drivers | **Revenue Management Optimization** | **Line & Price Optimizer**

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72%
of trade spend doesn't break even

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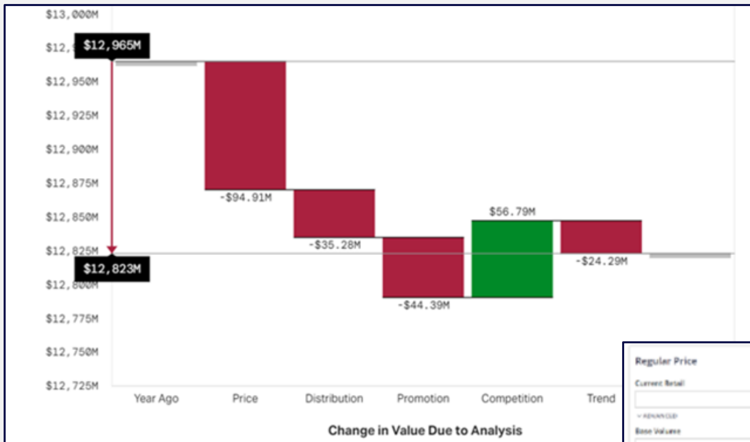
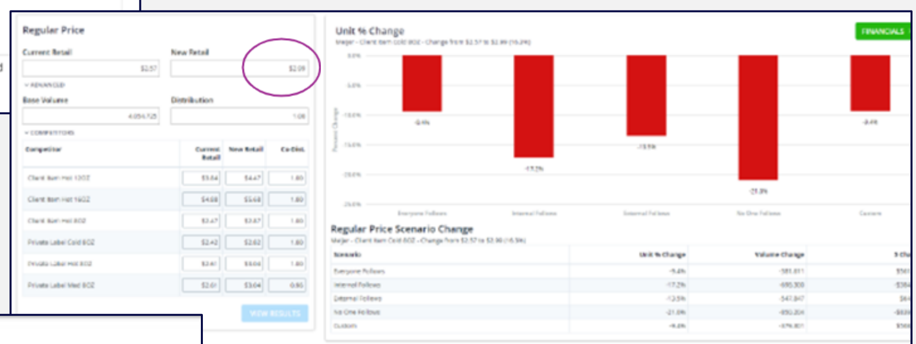


Pinpoint the activities driving **volume change** for faster decision-making



Establish the **optimal price** to maximize ROI

Execute **efficient promotions** to reduce operational costs

Your questions, answered

How can I reach my objectives through **price and promotion**?

Which promotions will generate the most **volume**?

Which items contributed to **sales lift**?

Which **markets** deserve more support?

How should I strengthen my **promotional strategy**?

How do my **competitors** impact my product's performance?

Speak to NIQ about trade planning today! Reach out to peter.conti@nielseniq.com

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