

Media & AdTech Solutions



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Power your technology & measurement capabilities

NIQ Retail Measurement Services (RMS)

What is it?

NIQ point of sale (POS & ePOS) data is renowned worldwide as the gold standard retail market measurement. Available in 100+ countries, our data is used and trusted by Media Agencies & AdTech companies globally to enhance 1st party data, improve existing solutions, and create new ones.

Use cases for RMS data include



Media Measurement

Track sales uplift by building a baseline of FMCG sales and creating sales uplift models that show the true impact campaigns are having on sales.



Client Insights & Analysis

Provide new insights to clients illustrating the impact and effectiveness of campaigns on sales.



Product Innovation & Enhancements:

Collaborate and enhance your first-party data with FMCG purchase data to improve your products & create new ones.



Coverage

Through global retailer cooperations, NIQ collects individual sales transactions and uses proprietary data methodologies to create a measurement read of total FMCG sales.

Each transaction is recorded as a purchase, which is comprised of four dimensions:

Products - What was purchased

Periods - When the purchase occurred

Markets - Where the purchase occurred

Facts (metrics) - Detail about the purchase