

Matched Market Testing



For more information, please contact:
Kerry.Corke@nielseniq.com

Confidently invest in the most impactful campaign

Calculate the ROI driven by a media campaign against offline sales

What is it

Measure sales effects of a media campaign in a live environment, before its national roll-out with Matched Market Testing.

Understand if ads are driving sales in a measurable way by comparing sales metrics against two groups of stores: exposed vs not exposed to a media campaign.

Ultimately comparing sales impact by comparing regional clusters of stores where ads are delivered with different levels of pressure.

How it works

Proprietary models, layered on top of store-level POS data, will fuel evidence-based decision making across your organization. You can leverage:

- **Unparalleled granularity** of models, bolstered by AI, isolates the impact of every brand sales driver
- **A live environment**, controlling for various other drivers like seasonality and increased distribution
- Intuitive dashboards that **reduce time to insights** and promote continued optimization

Key benefits

Matched Market Testing will help you evaluate the potential impact of new campaigns on a small scale before a complete rollout by:

- **Calculating the ROI** driven by the media campaign
- Uncovering insights into KPI's and their **impact on sales**



INSIGHTS

Understand sales lift for a specific campaign and/or geography