

Comprehensive Audience Behavior Data



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Tracking audience behavior in a world without cookies

As the digital media ecosystem becomes cookieless, how will you close the loop between audience behavior online and consumer purchases offline? Easy. With first party opt in NielsenIQ panel data.

Introducing NielsenIQ Consumer Panels

Understand the *why behind the buy*. NielsenIQ ties together world-class purchase data with comprehensive consumer behavior data.

The NIQ Consumer Panel tracks consumers' brick and mortar purchases and offline behavior for all FMCG retailers. The panel is representative of the countries that it is in and is available across 24 countries.

What does this mean for me?

Use NIQ consumer audience & behavior data to create seed audiences and audience segments for campaign activations and targeting, creating new behavioral measurement models and insights.

How does it work?

Panel members scan the products they purchase. Each scan shows the where, the what, the when, the who and how much.

Each panel household has as Unique ID attached allowing the data to be disaggregated and used for:



Seed Audiences



Audiences Segments



Look-a-like models



Integration into other 1st party data sets



GDPR Compliant

The five dimensions of NielsenIQ Consumer Panel Data

MARKET	PRODUCT	FACT	PERIOD	BUYER
Where? • Channel • Retailer • Region	What? • Categories • Manufacturer • Brand • SKU • Attributes	How much? • Penetration • Loyalty • Frequency • Average Spend	When? • 4 - Weekly • 12 - Weekly • 52 - Weekly	Demographic • Age, social class, household size, family life stage • Geographic • Regions

Expand NIQ panel data with data-driven lookalikes to reach prospects that are target customers



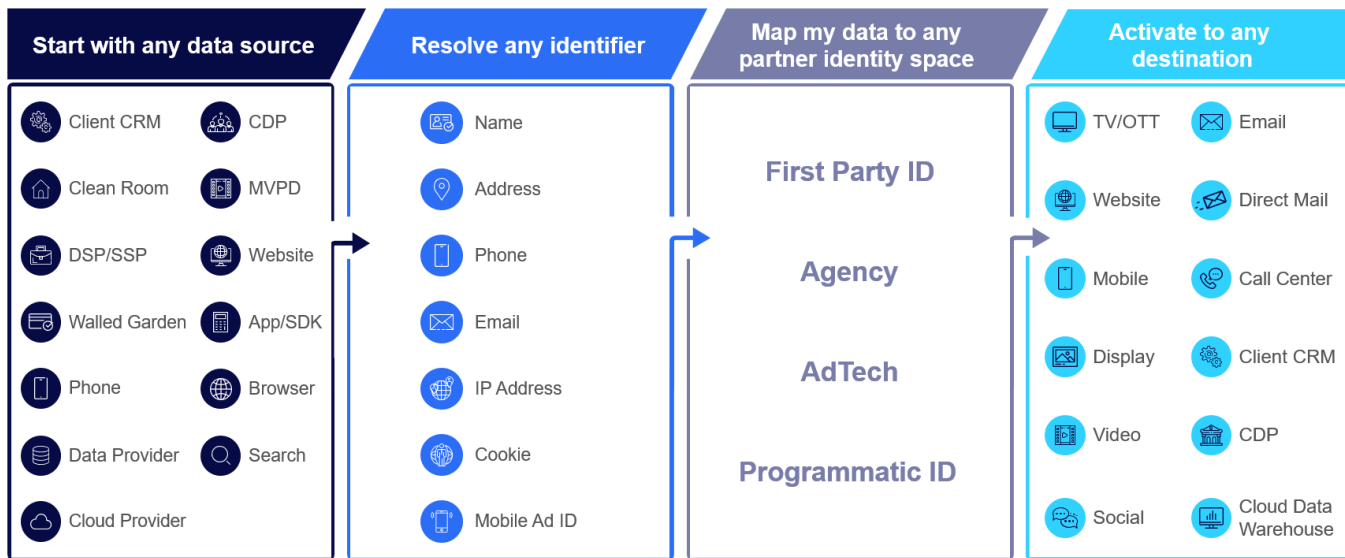
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ID Translation makes NIQ Panel Data interoperable with your identity space and unlocks activation across platforms



With NIQ's **global reliability**, and unmatched **accuracy** you **always** get the Full View.

Identify the right audiences
Prove audience accuracy with purchase data
Accurately target real buyers
Win the audiences who are the best fit, in the right channels
Secure brand loyalty and accelerate growth

