

The Most Complete Measurement of Consumer Behavior in the FMCG Industry



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Prepare to do more with less personal data

The media and marketing landscape continues to evolve as companies move to find their unique voice and connect to relevant audiences. As we move towards a cookie-less world, publishers and advertisers must prepare for 2023 and beyond. We're here to help!

NIQ is bringing our 100+ years of experience in FMCG & retail industry and our end-to-end global retail and consumer data solutions to the Media and AdTech industry.

Environments

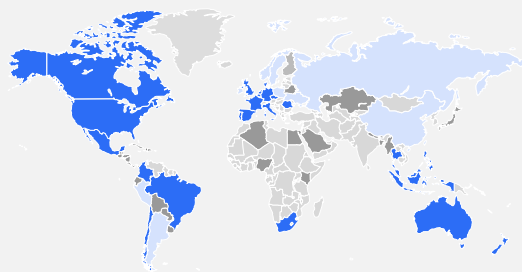
- Media Agencies
- TV – Networks
Linear/BVOD
- Digital TV – OTT/AVOD
- AdTech – DSP/SSP
- Media/Data Measurement
- Social Networks
- Digital – Display, Search
- Retail Media

NIQ data solutions for the media ecosystem

Implement NIQ FMCG, retail, and consumer data to uncover the impact and effectiveness of advertising on sales and behavior, understand the levers you can pull to optimize campaigns and create business outcomes.

NIQ's world-class data together with your media data has the power to enhance Audiences, Measurement, Insights, and Retail Media solutions in a compliant, safe, and privacy-first future.

NIQ Data Solutions Global Scale



109

Countries where NIQ collected data in 2021

60B

Digital shelf data points every day

13.5M

Stores visited in 2021

3.5B

Traditional trade data points collected in 2021

30K

Associates to provide best-in-class data

95%

Global GDP coverage



Retail Measurement Data

NIQ's trusted Point of Sale (POS & ePOS) data, available in 90+ countries are the gold standard retail market measurement. Transaction data direct from Retailers, Market, Departments, Category, Sub-Category to a UPC level, proprietary coded for a total FMCG sales read.



Audience & Consumer Behavior Data

Use NIQ Opt-in panel data to create Seed Audiences and Audience Segments for media campaigns based on in-store and online consumer purchase behavior, underpinned by who, what & where at a disaggregated level.



Product Insights Data

Access to thousands of product attributes - built based on on-pack attribution as well as derived attribution allowing for more granular Audience Segments, Media Targeting, and Sponsored retail search.