



Omnisales Western Europe

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Measure **Omnisales** and share

The broadest coverage of a total market that is constantly shifting

What is it

NielsenIQ's exclusive and unrivaled advanced sales measurement solution fit for an integrated modern market where consumers are everywhere online and offline.

Omnisales **covers online and in-store sales, deduplicated** with precision, to provide the broadest coverage of the total market and enable market sizing and identifying disruptors and trends in early stages.

How it works

We apply our propriety models and exclusive NielsenIQ know-how and data science to calibrate, integrate and deduplicate retail POS and crowd-sourced e-shopper data, providing you with the broadest and most accurate measurement of the total omni market.

We do all the work for you so you can focus on driving your business.

Key benefits

The broadest coverage across in-store and online retail leading to an accurate understanding of the total market

Detailed sales and share data on **granular levels** to drive actionability

Continuously refreshed data sets to ensure you are getting the most updated view of the market.



- Future-proof **growth** strategies
- Improve **efficiency** by leveraging one, accurate data source
- Compare and **win** against the competition
- Identify emerging trends early