

NIQ *Strategic Analytics & Insights*

One partner to *navigate complexity,*
find clarity, and achieve your next

Intelligent
solutions + *Extensive*
expertise ► *Actionable*
results

NIQ delivers The Full View™

The most complete and clear understanding of consumer buying behavior in the world.

More complete

because of our data's breadth and depth.

More clear

because of our expertise, analytics, platforms, and technology that turns broad data into actionable strategy.



Strategic Analytics & Insights

Driving brand growth around key practice areas



Consumer Behavior and Insights

Anchor your strategy around people, their needs, and their preferences and **gain a 30% increase in marketing efficiency.**



Innovation powered by BASES

Innovate and renovate to achieve excellence and **boost sales by +55% above the category average.**



Brand & Media

Create and bring to life an irresistible brand that enhances people's lives while **enjoying a 20% increase in ad-driven sales.**

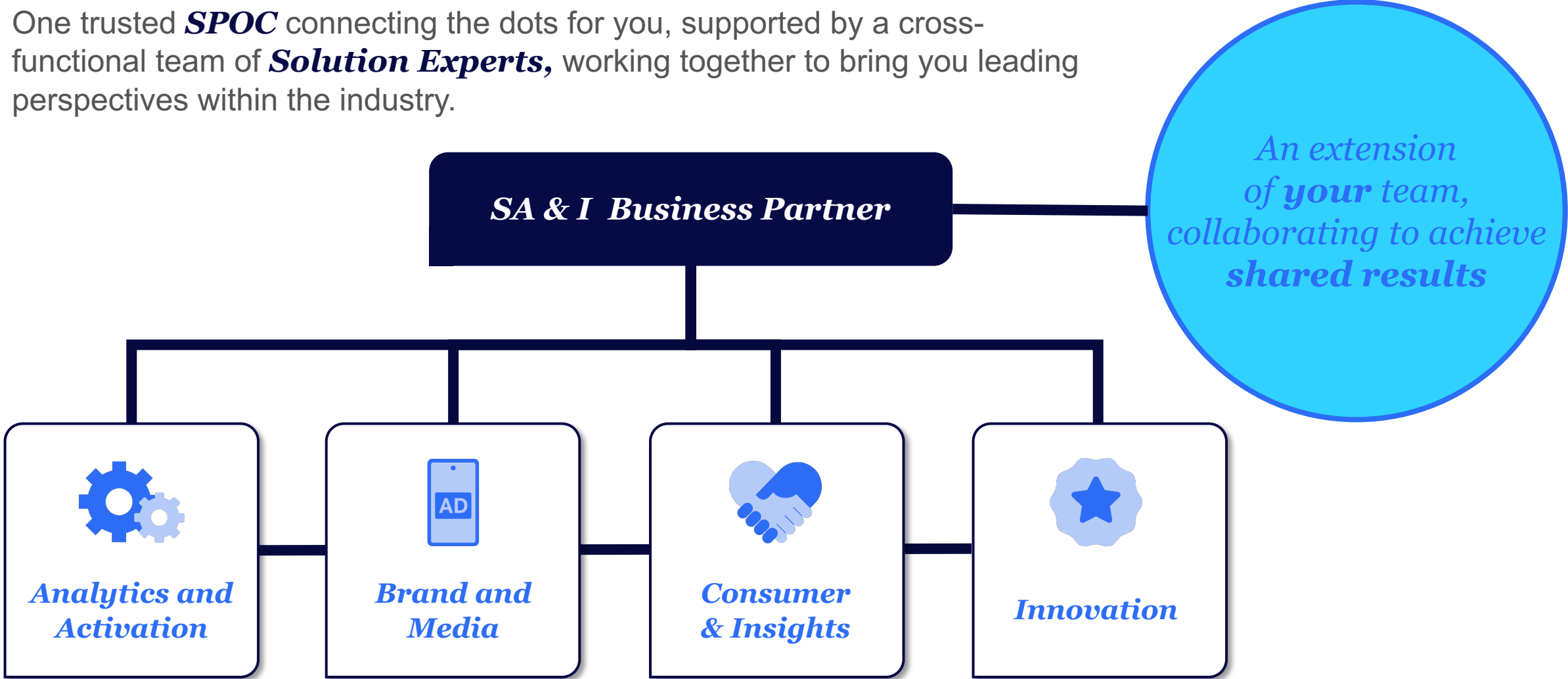


Analytics & Activation

Maximize your RGM strategy and **improve your trade spend efficiency by 6%** when working with NIQ

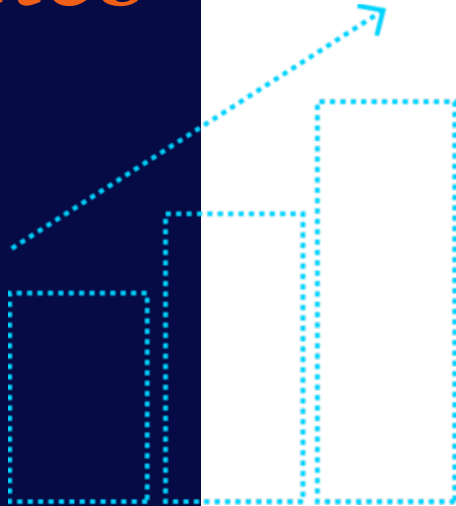
What does it mean?

One trusted **SPOC** connecting the dots for you, supported by a cross-functional team of **Solution Experts**, working together to bring you leading perspectives within the industry.



Act on your greatest opportunities

Transform your strategies and make better business decisions to achieve executional excellence



The agility and foresight needed to **make better strategic decisions, faster**

Be always-on, always ahead



Detailed route-to-market insights that **fuel decisive execution** and maximize **sales performance**

Sell more, efficiently



Level-up execution

Holistic solutions and expertise to **empower teams to achieve revenue excellence** and enhance retailer relationships

Unlock profitable growth

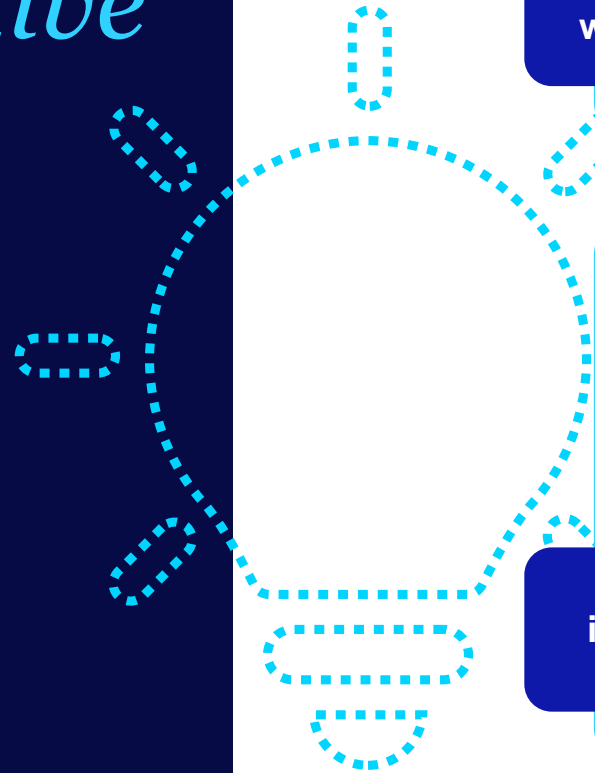


The complete category management toolkit to **innovate, optimize, and expand your business**

Grow the shelf



Innovation for transformative growth



Identify **emerging trends**,
measure the impact of
recent launches, and adjust
accordingly to unlock future
opportunity

Be more strategic
with innovation



Develop and enhance
existing products, expand
range, and **fill your
pipeline** to create
breakthrough innovations

Expand your
understanding of
what's possible



**Develop, screen, and
optimize concepts** to
establish a solid foundation
for innovation

Maximize the
impact of your
innovation



Rapidly **develop, test,
optimize, and validate
products** that consumers
will buy again and again

Ensure the
success of every
launch



Growth begins and ends with understanding people

Put people at the heart of your marketing and retail strategy and weave your products into the fabric of human moments.

Macro & Micro Forces

- Leverage market changes to gain **strategic advantages**
- Lead the market by **grounding your strategy in consumer trends**
- **Innovative** around the evolving needs of different **populations**.

Consumer Demand

- **Size** and **diagnose** the market and **identify whitespace** opportunities
- Unlock **consumer-centric** insights and evidence to **illuminate a clear pathway to high-yield sales** today and expansive growth tomorrow

Targeting & Positioning

- Balance **targeting** of core consumer groups with broad reach.
- Prioritize and **action against the most promising segments**.
- **Optimize** your product, portfolio, and brand marketing **strategies**.

Shopper Journey

- Target relevant **shoppers**, unlock channel & retailer choice, and **influence purchase decisions**
- Strategically **position** yourself to thrive in a dynamic retail ecosystem
- **Boost brand sales at Point-of-Sale**

Experiences

- Identify and address **pain points** in the **customer journey**
- Deliver compelling **customer** and **user experiences** that drive a competitive advantage and build brand loyalty

Build your brand for growth

Build lasting connections and manage your brand with precision



Unleash **the power of brand** and align your organization behind it

Build an irresistible brand



Grow your brand with **packaging and design** behavioral science and neuroscience

Pack research done right



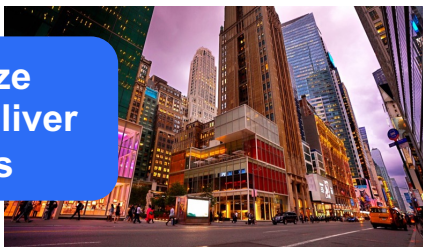
Create engaging and **effective ads** that stir emotion and drive ROI

Maximize the impact of your ads



Streamline **media effectiveness**, and make every marketing investment count

Optimize spend, deliver results



*The Full View*TM

NielsenIQ