COMPREHENSIVE & CONTINUOUS DIGITAL MEASUREMENT
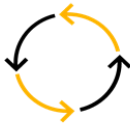
WITH MULTI-TOUCH ATTRIBUTION

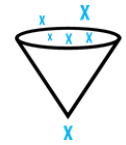| ADVANCED	ACCURATE	CONTINUOUS	GRANULAR	AUTOMATED	ACTIONABLE
MTA uses a combination of attribution methods; regression, & predictive analytics	Using the most robust and accurate identity management available in the industry today	Capture a variety of paid media content, linked to shopper loyalty card data being collected	MROI and effectiveness metrics at the device, site, placement, audience, creative level; all in a nested view	Automated dashboard to analyze results and optimize plans; easy access for advertiser and agency teams	Continual delivery of results (up to monthly) allows for MROI-based digital media optimizations

WHAT IS MTA?

Nielsen Multi-Touch Attribution (MTA) application allows brands to get more granular insights into how well digital advertising drives sales in a faster turnaround than traditional Marketing Mix studies. MTA seamlessly ties a brand's digital media marketing to offline sales, and attributes incremental sales precisely to the marketing touchpoint that drove it. Activity is measured at the person and household level, for a more direct understanding of the relationship between impressions and sales. The results are available in a tool that drills down to ROI at the lowest placement level, allowing brands to make the most actionable marketing decisions as quickly as possible, and includes updated results throughout the year.
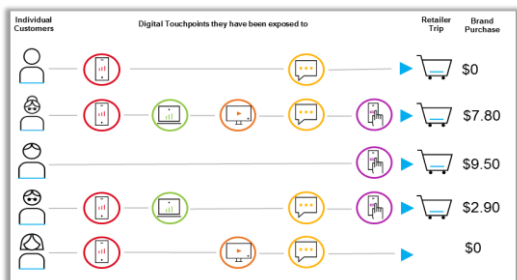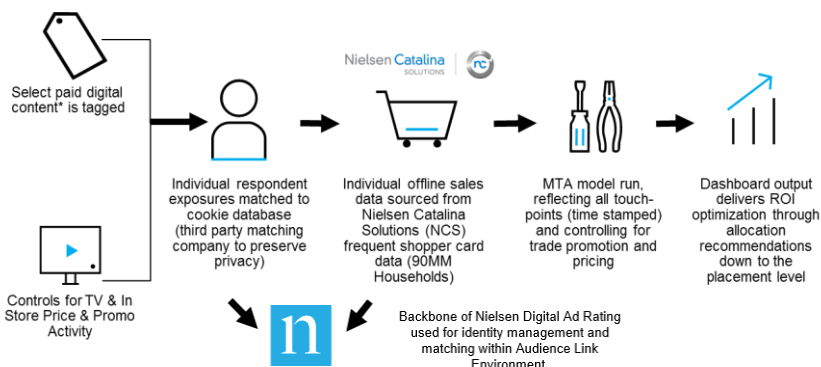

MARKETING ROI BY DIGITAL MEDIA DIMENSION
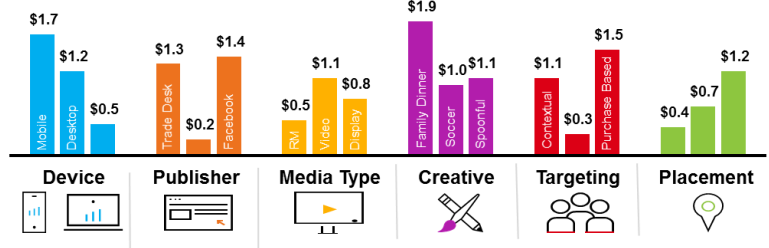
HOW DOES IT WORK?

Linking digital exposures to frequent shopper card purchase data at the household level. A Logistical Regression model is used to determine incrementality by placement

WHAT DOES IT DELIVER?

Weekly modeled incremental volume and ROI across all digital media dimensions. Dashboard delivery facilitates agency access and greater actionability.