

RETAIL MEASUREMENT SERVICES

HOW DOES NIELSEN ENSURE DATA QUALITY?



Step 1:
Establish the
Retail Universe



Step 2:
Design a
Representative
Sample



Step 3: Collect
the Data



Step 4: Expand
the Sample
Data to the
Universe



Step 5:
Report the
Results to You

WHAT DO WE DO?

At Nielsen, we apply a set of global standards to the statistical procedures known as WatchBuilder Standards in our Retail Measurement Services (RMS) in order to:

- Create greater harmonization of the global Nielsen services.
- Provide our clients with consistent information and quality.
- Develop and install global standards for core products that are competitively superior.
- Establish an environment that accommodates different and changing market conditions.
- Create a sound infrastructure for evolution of core products and profitable growth.

WHERE DO OUR STANDARDS COME FROM?

All of our standards are:

- Derived from the Nielsen Statistical Policies.
- Best Demonstrated Practices to meet Client expectations about Statistical Quality.
- Stated in terms of required processes that minimize risk of wrong statistical decisions.
- Provided in a framework for continuous improvement.
- Defined by Nielsen's most experienced statisticians.
- Based on Nielsen's valuable proprietary knowledge in practical marketing research application.

WHAT DOES THIS MEAN FOR YOU?

You should have:

- Clear expectations about Statistical Quality.
- A better understanding of your Nielsen data.
- Enhanced utilization of your data.
- Increased confidence in Nielsen.
- A clearer perception of Nielsen's value.

[For specific information about how these standards apply to your brands, markets and regions, connect with your local, regional and global teams.](#)