

MATCHED PANEL ANALYSIS

COST-EFFECTIVE, LIVE MARKET TESTING TO DRIVE BETTER DECISIONS

WHAT IS IT?

Marketers can accurately evaluate the sales volume impact of a wide array of marketing campaigns with MPA. By testing under live conditions on a small scale, educated decisions can be made quickly and cost-effectively.

MPA measures the impact of limited scale marketing, typically with a sensitivity of 5% or less. Testing employs advanced statistics and proprietary matching techniques to control for product seasonality and effects of extraneous marketing activity.

WHY NIELSEN?

- Objective ROI analysis and recommendations
- Extensive knowledge of our clients' brands, categories and the industry equip us to provide comprehensive consultation
- Census data allows us to measure marketing programs in over 75 markets across channels
- Our precise test and control matching technique leverages Nielsen's disaggregated store-level data
- Nielsen's Homescan panel data or Spectra consumer demographic profiles can be incorporated into MPA for additional insights

KEY BENEFITS

Avoid costly mistakes by understanding a marketing plan's probable impact and potential return

Control for extraneous noise in a "laboratory" environment allowing store/household-level impacts to be read

Utilize comprehensive results through a robust, geographically flexible set of data, including POS, Homescan, and Third Party assets

[Review the attached Media, Store-Based Advertising, and Product Change sections to learn more about marketing strategies MPAs can measure the impact of. Additionally, consider if Nielsen's Radius Methodology is relevant for your testing situation.](#)

BROADCAST & DIGITAL MEDIA



TV TESTING

Consumers spend more hours watching TV than any other media channel - it's no surprise advertisers still look to TV to drive incremental volume! To increase ROI, Nielsen recommends aligning TV weight to seasonality, progressively shifting to more 15 second ads for efficiency, and confirming that the target audience is being reached.

A TV MPA can analyze the impact of :

- Off-season advertisements
- TV heavy-ups
- Ads targeting demographic groups, such as Hispanics



RADIO TESTING

Radio reaches over 90% of the U.S. adult population on a weekly basis, making it a strong broadcast option. Radio can provide hyper-local news specific to a community or network programming with a national viewpoint. A Radio ad should identify the brand early and contain a call to action.

A Radio MPA can analyze the impact of :

- Immediate consumption of the advertised product
- Local ads targeting a specific demographic
- A combined TV and Radio campaign



DIGITAL TESTING

Smartphones, tablets, laptops, etc. have become extremely popular, making digital advertising a great way for manufacturers and retailers to reach consumers. Like other advertising media, digital ad effectiveness can be measured in a Store or Household MPA. Because viewership cannot be forced, as consumers can scroll past or skip digital ads, Nielsen recommends engaging with consumers via simple and creative ads.

A Digital MPA can analyze the impact of social media or digital display ads on:

- Existing buyers
- New buyers
- Repeat purchases

STORE-BASED ADVERTISING

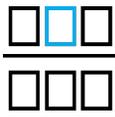


SAMPLING

National media support of a product is oftentimes not feasible due to high cost. To contain cost, advertisers sometimes look to localized sampling to improve consumer awareness of new or existing products. Nielsen has found that sampling can drive trial conversion, induce repeat purchases, and increase loyalty for high quality products.

A Sampling MPA can analyze the impact of:

- In-store sampling and demonstrations
- A local sampling event
- Online sampling on penetration

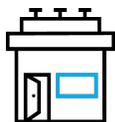


ASSORTMENT CHANGES

The right product assortment decisions can benefit manufacturers, retailers, and consumers. While there might not always be opportunities for manufacturers to grow sales volume, there is potential to grow the number of facings. With MPA insights, manufacturers can present to retailers and argue for win-win shelving opportunities.

An Assortment MPA can analyze the impact of:

- Granular assortment or shelving changes
- Product assortment changes - adding a new product or dropping a low performer
- Re-arranging a shelf or adding a unique display



IN-STORE

In-store advertising and merchandising can drive category consumers to select a promoted brand over competitors, or to add a product to their basket as an impulse purchase. While in-store advertising alone drives lifts, combining with sampling, price reduction, or media support increases the average lift. Nielsen recommends running audits to confirm if in-store advertising's execution is in compliance with manufacturer-retailer agreements.

A In-Store MPA can analyze the impact of:

- In-store Media, Floortalk, or Shelftalk advertisements in English and/or Spanish
- Incremental product placements or more interesting display configurations
- Merchandising – out of stocks, salesforce product sales prioritization, product placement

PRODUCT CHANGES



REFORMULATION & PACK CHANGES

CPG brands that can evolve with consumer trends and manage growing production costs are among the most successful in the industry. Manufacturers can increase margins and realize large cost savings by removing an expensive ingredient, replacing ingredients with cheaper substitutes, or changing a good's method of production. Additionally, reformulation and pack changes can re-align a brand with consumer trends and drive positive incremental volume.

A Reformulation & Pack Change MPA can analyze the impact of:

- A product formulation change
- A packaging change, including a change to eco-friendly materials
- A logo change on packaging

MEASUREMENT IN A LIMITED GEOGRAPHY



RADIUS METHODOLOGY

Nielsen's radius methodology can be incorporated into an MPA study to determine if targeted marketing campaigns increase sales within a limited geography. This methodology also enables manufacturers and/or retailers to determine marketing's ROI via a smaller test expenditure.

The radius methodology can be leveraged in an MPA to measure the impact of:

- House parties, tailgating, or grassroots efforts
- Advertising near points of purchase
- Doctor detailing
- Sample distribution at a specific time and location

For more information about MPA contact your Nielsen representative.