

# Campaign Lift

# QUICK IN-MARKET TESTING

### WHAT IS IT?

Every year, your organization allocates budget across multiple channels and campaigns. You need to continually test new tactics to win customers, but you also have to understand the impact of those investments on sales quickly so you can decide whether to continue them or course correct.

With Nielsen's Campaign Lift solution, you can understand how well your specific campaign achieved goals and diagnose the drivers of campaign performance so you can inform your tactics going forward.

### HOW IT WORKS?

Powered by proprietary data and rigorous analytic methodology, it compares the sales metrics for two groups -- those who saw your ads and those who did not -- for the most accurate view of the incremental sales lift driven by your campaign.

Our methodology controls for extraneous noise allowing the true impact of a specific campaign to be understood.

### KEY BENEFITS

#### Unmatched Data Access

Nielsen has access to sales data across a wide variety of industries, enabling us to tease out the impact of sales, including:

- Food/Grocery Store scanner data
- Debit and credit card spending data from all major spending networks including MasterCard, Visa, Discover and American Express, representing 80% of all credit and 30% of all debit transactions

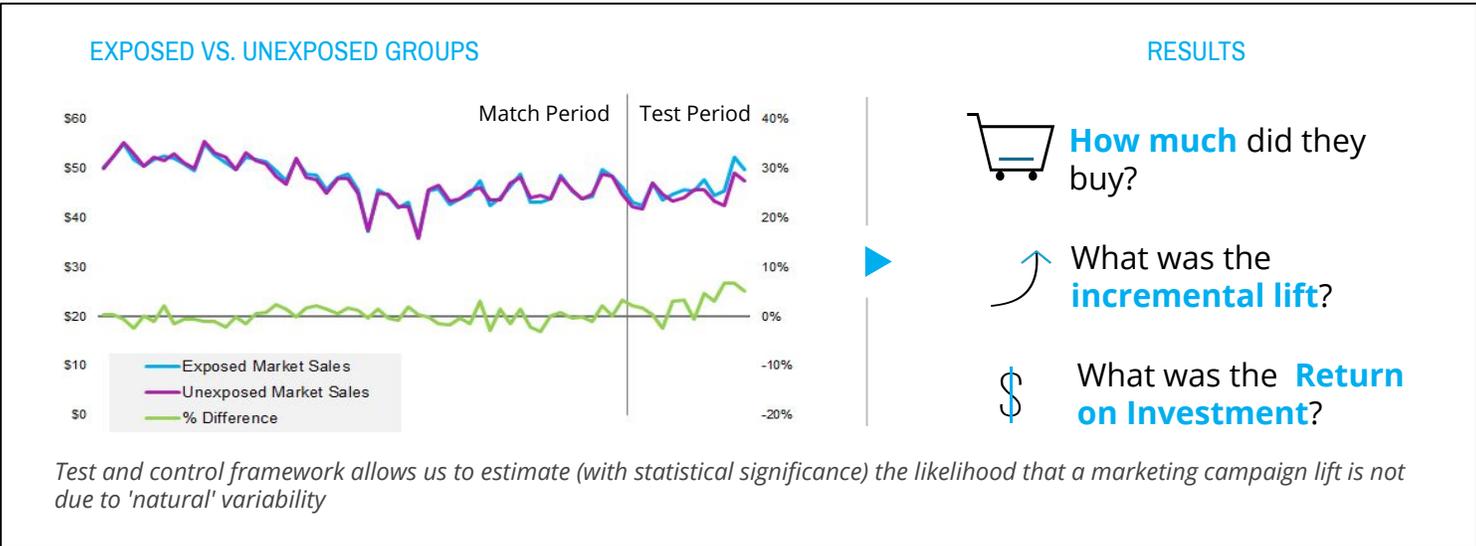
This data is matched to various Nielsen media assets (TV, mobile, online, print, and audio) to enable measurement.

#### Cross-Channel Insights

Available for a wide variety of marketing tactics, including TV, Digital, Radio, Print, OOH, cross-channel

#### Actionable Outcomes

Demonstrate the value of your marketing activities overall, and into unique buyer segments and elements of your campaign.



To learn more, contact a Nielsen representative at [MarketingEffectiveness.info@nielsen.com](mailto:MarketingEffectiveness.info@nielsen.com)