

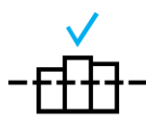
COMPASS INSIGHTS FOR MARKETERS

HELP MARKETERS NAVIGATE BUDGET ALLOCATION OBJECTIVES



RISK MANAGEMENT

Removes the risk of decisions based on Gut Feel or suboptimal information



BENCHMARKING

Provides expected Media ROIs across categories and countries for **Benchmarking** brand level media ROIs



BUDGET ALLOCATION GUIDE

Helps make informed **budget allocation decisions** in the absence of a full MMM measurement

Compass Harnesses the Power of Nielsen MMMs




Marketing ROI Norms powered by 5000+ Nielsen Marketing Mix studies delivered globally between 2016 and 2020 to enable science-based budget allocation decisions for marketers without needing to depend on gut feel


 **\$10 B** Ad Spend/Yr

 **5,000** Models

 **25,000** Curves

 **50** Countries


 **30** Categories

 **3,000** Brands

 ROAS Norms

 Effectiveness Norms

 Sales Contribution Norms

 Total Media

 TV

 Total Digital

Online Video

Digital Display

Paid Search

Digital Social

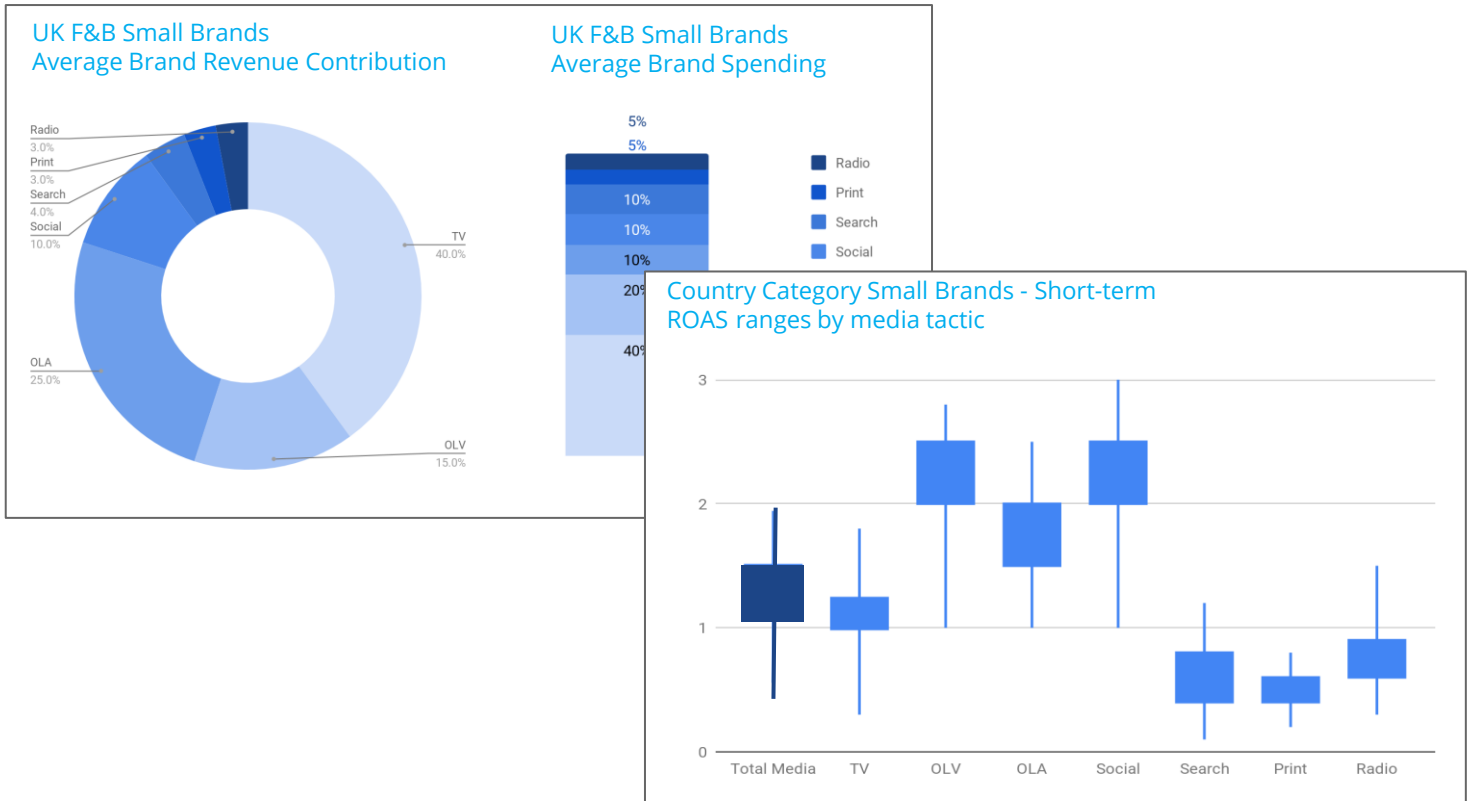
 Print

 Radio

 OOH

COMPASS INSIGHTS FOR MARKETERS - EXAMPLE DELIVERABLE:

What are the primary drivers of media revenue? What are the expected Media ROIs across the industry? How can I improve my media spending allocation?



OFFERING TIERS

Key Business Questions:

- What are the drivers of media revenue?
- What are the expected range for ROIs on media investment across channels?
- How can I improve my media spending allocation?

Basic and Advanced Results provided in a Templated Presentation within 2-3 weeks after signing contract

Basic Insights

Country / Super Category (e.g., Japan HPC)
OR*
Region / Category (e.g., APAC Beauty)

Advanced Insights

Country / Category*
(e.g., Japan Beauty)

Additional custom deep-dives available upon request

PLEASE CONTACT NIELSEN COMPASS TEAM FOR MORE DETAILS:

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