

Determine the incremental sales driven by your mobile advertising with retail sales data.



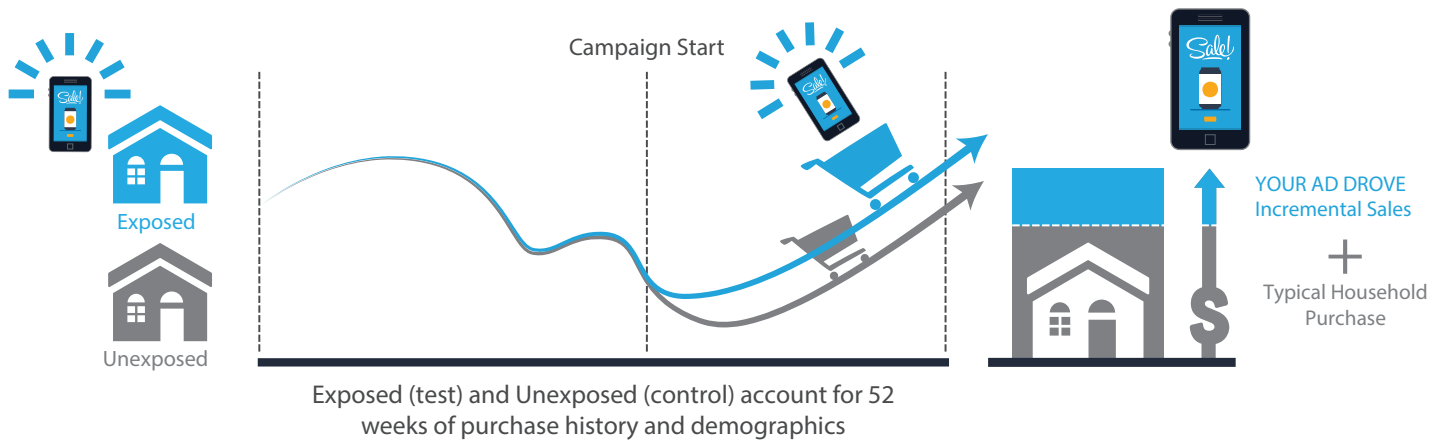
We can measure mobile in-app inventory...

for each device...

for the entire household.

NCS Sales Effect

NCS links 90 million+ households and their mobile devices to daily retail sales activity from grocery, convenience, drug, club, and mass stores across the United States to help you plan and measure CPG media.



Post campaign every exposed household is compared to unexposed households that bought the same amount of the advertised product, competition, and category in the past and are "identical" demographics (age, gender, race, # children, income, etc).

The resulting effect highlights incremental sales caused by this specific campaign in addition to typical household purchases.

WARNING WATCH OUT FOR MISLEADING METRICS

Isolate incremental sales not just typical household purchase.

Match your exposed to unexposed households with at least 52 weeks of brand, competitive, and category purchase history.

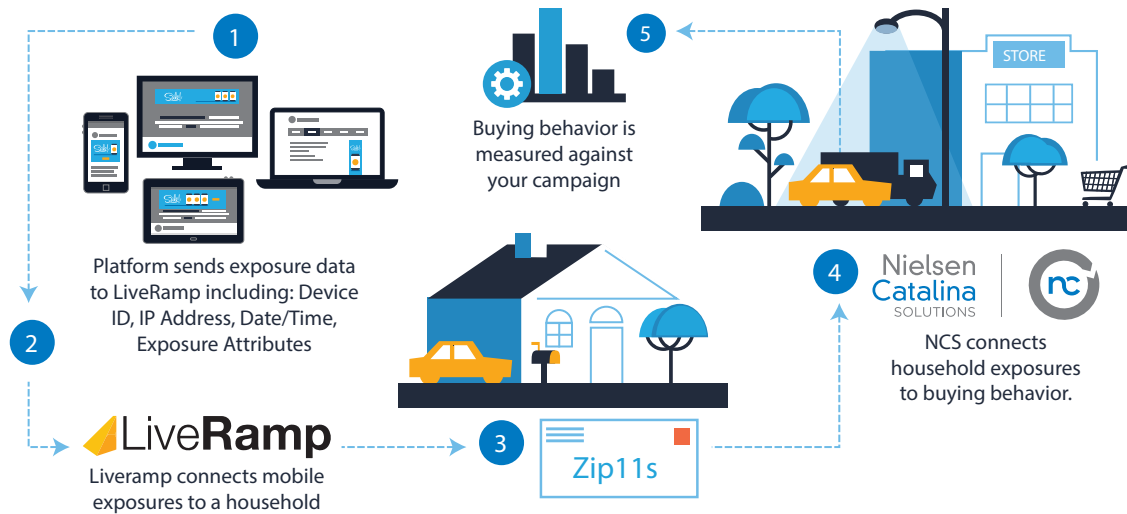
Account for all household devices, not just the primary shopper.

CAMPAIGN TIMELINE

Our Solution = Mobile and Connected Device Measurement.

Having problem with cookies and tags in mobile? You're not alone. We've addressed the mobile cookie problem by partnering with LiveRamp to directly connect Mobile Devices IDs and exposures to NCS's actual transactions.

How to Create a Link from Ad Exposure to Household Purchases



Campaign Complete

Week 1
Client sends Exposure Files to LiveRamp

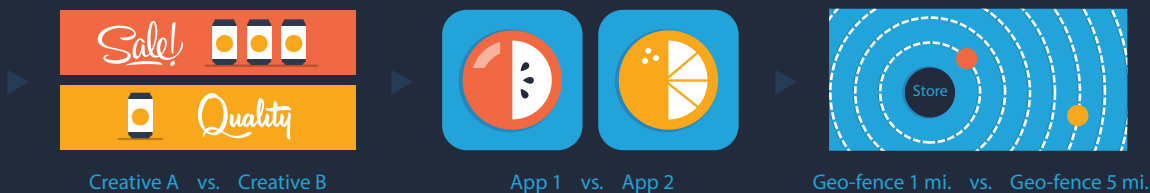
Week 2-3
LiveRamp matches client exposure data with NCS data and sends to NCS

Week 4
NCS receives exposure data from LiveRamp and loads it for NCS Analytics

4 WEEK POST-PERIOD CYCLE

Slice and Dice the Sales Results

Measure the incremental sales lift driven by any variable to continuously improve results.



Weeks 5-10
Deliverables:
Created 4-6 weeks after the completion of the 4 week post-period cycle for each mobile campaign

Know Your Numbers

Understanding the key drivers of your sales results will inform your next campaign strategies.



Email us at Hello@NCSolutions.com to check feasibility of your next mobile campaign.

Nielsen Catalina SOLUTIONS

