



## NielsenIQ Revenue Optimizer

# One-stop shop for revenue growth management



### What is it?

Revenue Optimizer is NielsenIQ's comprehensive revenue growth management solution that utilizes machine learning to determine the optimized price and promotion game plan against the key performance indicators (profitability, market share and etc.) of both manufacturers and retailers.

### How it works?

The fully inclusive software helps manufacturers understand the performance and execution of pricing and promotion strategies across the entire portfolio. The software is embedded with machine learning, allowing manufacturers to influence account growth, and enable more efficient decision making.

### Key benefits

- **Pivot quickly** - Always-on analytics, with regular refreshed data ensures the latest market dynamics are captured.
- **Increase efficiencies** - An comprehensive pricing and promotion solutions embedded with native optimization capabilities.
- **Realize ROI** - Turnkey solution with a very simple and visual user experience allows you to start taking action, now.

For more information about **NielsenIQ Revenue Optimizer**, contact your NielsenIQ representative.

# Revenue management “in a box”

The most complete and mature RGM solution on the market.

## Drive positive outcomes:

- Price & promotion learning and insights
- Portfolio strategy development
- Price / pack architecture
- Customer account planning
- Promotion evaluation & trade optimization



This has allowed us to generate revised strategies across our entire portfolio that result in significantly improved trade efficiency while driving both top and bottom line.

Campbell's

