

NielsenIQ
Consumer 360° 2022

The Great Retail Reset

Forward▶▶▶

A New Era in Supplier Collaboration | Consumer 360 2022

Speakers:

Dave Johnson, President, Global Retail

Parm Singh, Global Head of Retail Analytics

Following the pandemic and the associated supply chain disruptions, it is now even more critical for retailers and suppliers to truly collaborate in a mutually beneficial way. Competitive pressures due to those supply issues plus rising costs, shipping delays, out-of-stocks, lack of labor, eroding margins, low sales volume, and rapidly changing consumer preferences are some of the many challenges trading partners need to address.

Even before the pandemic, over the last 10 years the industry was experiencing:

- **Fragmentation** of the market
- **Commoditization** as new players emerged
- **Lack of innovation**
- **Sharp shift from value** to price point for solutions

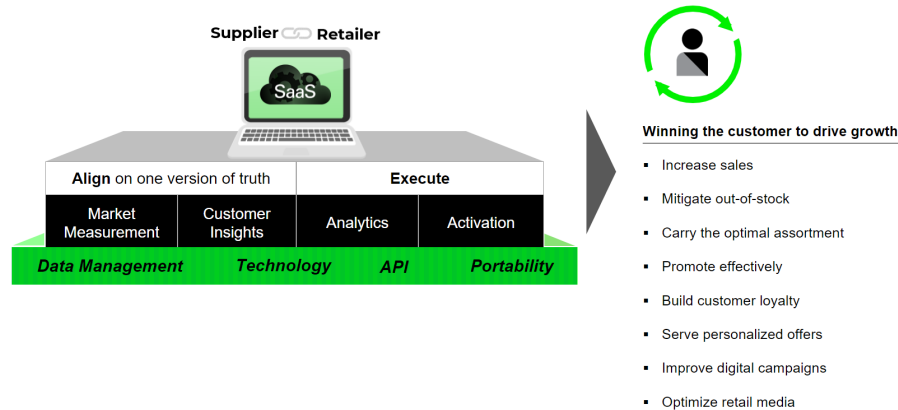
In addition, the solution provider ecosystem has become more complex with many players resulting in inefficiencies and gaps. Moving the industry forward, NielsenIQ is leading the transformation by:

- **Redefining** the supplier collaboration ecosystem to bring value and impact the business.
- **Building** end-to-end solutions that harness customer and category data to improve business outcomes.
- **Introducing** a new platform that facilitates collaboration in customer activation.

Winning the Customer to Drive Growth

Meeting expectations is harder than ever before. Parm Singh, Global Head of Retail Analytics at NielsenIQ says that to win, retailers and brands must get to a collaboration point that puts the customer at the center with an integrated, real time, always-on platform.

Win/win/win collaboration programs are built on the right infrastructure



NielsenIQ drives collaboration with one connected platform enabling retailers to win with growth and suppliers to win with ROI. The customer wins with what matters most to them—local assortments, optimized promotions and personalized offers.

There are **three foundational imperatives** for this new era of supplier collaboration:

- **One version of the truth** to build transparent joint business plans and empower **category advisors** with expanded data and capabilities.
- **End-to-end, connected execution** from supply chain to customer engagement to generate **supplier ROI and retailer growth**.
- **One connected interface** to deliver a customer first platform to suppliers while retailers maintain control.

True collaboration is based on building and aligning with one version of the truth on a robust data platform—and one set of connected data sources. Successful retailers and suppliers will have a comprehensive understanding of the customer in real-time.

Solutions that optimize collaboration must be connected to deliver maximum results. To accomplish this, a new level of supplier-retailer partnership is required. It requires **the integration of data sets to enhance insights that inform decisions encompassing:**

- **Market Measurement** - How brands and retailers are performing against key industry business deliverables including panel (Homescan), POS market (RMS), and Omnichannel market insights.
- **Growth Enablement** - How brands and retailers are performing against key industry business deliverables and can leverage NielsenIQ's differentiated suite of solutions.
- **Retail Analytics** - How brands and retailers collaborate to achieve sales goals. The solutions accelerate performance with transparency and powerful predictive analytics across assortment, pricing, promotion, supply chain and customer segmentation.
- **Retail Activate** - How brands and retailers act on shared insights and execute at retail to drive performance. A new level of supplier collaboration enables you to activate with precision at scale to win the customer.

Navigating the evolving retail media landscape | Consumer 360 2022

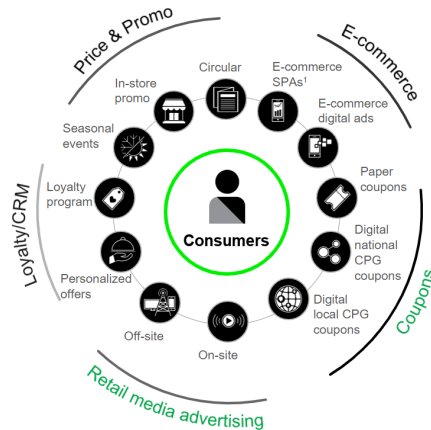
Speakers:

Jamie Clarke, Head of North American Retail

Xavier Facon, Global Head of Retail Media

Beni Basel, Founder and CEO, ciValue

Driving consumer engagement is harder than ever



**A perspective
on the future:**

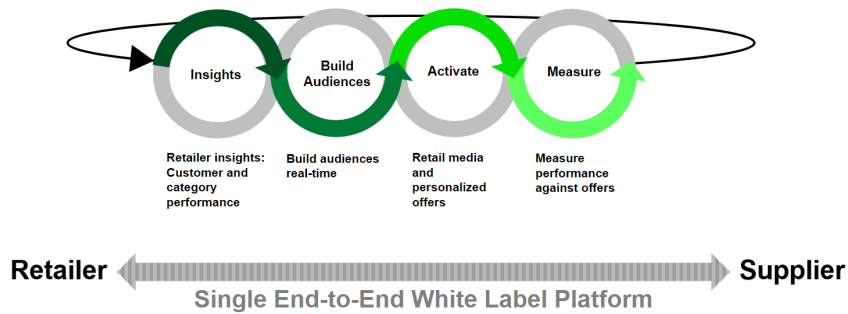
Advertising
across all
channels will be
powered by
consumer data
& analytics

Introducing NielsenIQ Activate

NielsenIQ Activate is an integrated, self-serve platform leveraging AI that enables CPG manufacturers and retailers to collaborate with the right offer to the right customers at the right time at scale to drive growth. In a fragmented and complex ecosystem with many providers across retail media, personalized offers, e-commerce, digital/paper coupons, off-site ads, loyalty programs, and more, we bring it all together for you under one platform.

Our new platform features a set of capabilities that allow you to easily go from data to analytics to insights to activation across all touchpoints. It overlays our best-in-class category and customer insights capabilities to help you accelerate decisions. In addition, you can easily build audiences to be deployed for retail media purposes and personalized offers and then it allows you to activate. Most importantly, you can measure and optimize the performance of campaigns on an ongoing basis. Brands and retailers can now easily launch campaigns and measure the impact across all channels in one platform with one version of the truth. By design, this solution puts the **customer at the center** of every interaction.

A new level of collaboration to service a customer-led future



NielsenIQ Activate is collaborative by design and is white-label-enabled. It completes our end-to-end retail solution offering with win-win-win benefits for retailers, suppliers, and the customer.

For Retailers: From tax to value add

Day-to-day performance management

- **Improve performance** with a best-in-class insights platform
- Drive **deeper collaboration** with supplier partners to **drive performance**

Monetization

- Monetize your data in a **modern way**
- Manage a retail media business through **self-serve platform**
- **Engage the merchants** by measuring marketing effectiveness

Customer engagement

- Deliver a **personalized experience** while protecting your customer data



For Brands: Take more control over your destiny

More direct access

- **Increase sales** with real-time performance insights
- Improve **marketing effectiveness** by leveraging first-party data
- Improve engagement with **merchants**

Leverage your resources

- Remove the middleman – **self-serve**
- Switch from PowerPoint to **action** leveraging analytics resources
- **Build audiences** and campaigns on-the-fly to capitalize on trends
- Create **personalized offers** to influence customer behavior

Closed-loop measurement

- Measure the return on ad spend (ROAS) and **optimize media plan**
- **Measure performance** of personalized offers



For Customers: A personalized shopping experience where they can find brands that they love, and promotions that matter to them.

A new supply chain solution to mitigate disruptions

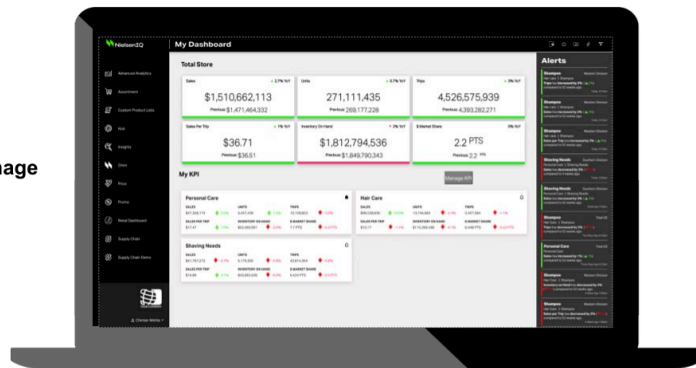
At Consumer 360, we launched the new, always-on NielsenIQ Supply Chain solution that integrates with Retail Activate to mitigate supply chain disruptions and optimize costs while maximizing revenue. This solution helps manage product and data flow in real-time by DC, at store-level, and by category to improve forecasting, planning and management through predictive analytics. The solution helps suppliers and retailers collaborate better by leveraging the same data/analytics to make decisions in the best interest of the customer for a win-win-win.

Tying all of these elements together is **Discover for Retail**, an end-to-end connected interface that allows collaboration to optimize pricing, promotion, assortment, category and customer insights, supply chain, and marketing. The platform integrates retailers' customer and loyalty data with best-in-class core measurement data and real-time analytics, enabling retailers and suppliers to quickly make decisions.

Discover for Retail

Designed to optimize supplier collaboration and achieve maximum profit

End-to-end
connected
interface to
measure, manage
and optimize
results



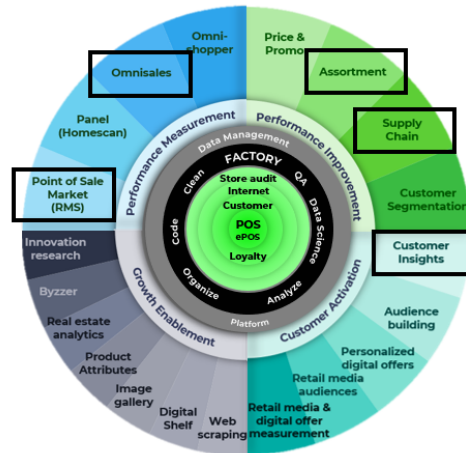
Enter Retailer-Supplier Collaboration 2.0 – it is not a one-size –fits-all

The configuration of our platform enables retailers and suppliers to work together on specific modules without having to change the platform or be committed only to what is initially selected. It enables a future to elevate users' ability to digest and implement with ease and confidence.

Supplier collaboration 2.0 starts now and gains momentum as it builds

For retailers:

1. **Assess** which modules are most impactful towards your business imperatives.
2. **Develop** a plan that starts now – white label or manage on behalf of a client.
3. **Activate** in just 12 – 16 weeks.
4. **Unlock** other modules over time for broader collaboration.



For suppliers:

1. **Explore** the opportunities most impactful for your organization.
2. **Broaden** the spectrum of insights and impact across a retail business with differentiated supplier level access.
3. **Take** an agile approach and show ROI with a higher degree of autonomy and direct impact on execution.
4. **Activate** in just 12 – 16 weeks.

To learn more about our new retail solutions and how they can help drive profitable growth in this new era of collaboration, please contact: Matt Ellis, VP of Business Development at matt.ellis@nielseniq.com.