A new generation of ecommerce analytics for CPG brands

dataimpact by NielsenIQ

We transform publicly available data into actionable insights

3D data collection

All available online information from retailer's websites **across all locations**

Data cleaning & management

Complete service including **custom hierarchies** and frictionless **retailer & category additions**

Insights

Accurate metrics to improve **pricing, availability, visibility and product appeal**

A set of analytics to cover 360° of clients' challenges

Digital shelf

- Search and visibility
- Ratings and reviews
- Content compliance (images, titles, descriptions)

Location-based

- Availability
- Share of assortment
- Prices
- Promotions

Eretail media

- Share of voice
- Media campaigns, calendar and library

Amazon Sales & Share

- Marketshare estimate
- Lost buy box, 1P, 3P, conversion & more

What we provide:

Accurate & actionable insights

- **Location-based analytics** unique to market: a **complete data set** as opposed to a misleading sample
- **Human validated, comprehensive** data cleaning process
- **Customized** product hierarchy
- **Seamless** retailer and category additions
- **Complete data management**

Advisory support

- **Personalized support and assistance** whenever required
- **Platform training** and **insight workshops** available to clients
- **Customizable scorecard**
- **Best practice guidance** and **insights for strategy for retailer negotiations** and more

Our solution is unique and scaleable in the global market

	Data Impact by NielsenIQ	Competitors
Data source: website scraping	✅ All locations / all competitors	❌ (Sample-based only)
Data coding and matching	✅ 3D: all categories, all KPIs, all locations	❌ ❌ ❌
Location-based analytics	✅ Available at all omnichannel retailers	❌ (or not scaleable)
AI powered	✅ AMZ S&S, new generation ✅ Search Optimizer ✅ Sentiment analysis ✅ Performance analysis	✅ AMZ S&S, basic overview ❌ ❌ ❌
Scorecards	✅ Fully customizable	❌ Preset

In numbers

850+ CPG retailers

200+ billion Data points daily

72+ Countries

65+ million Products

99,700+ Locations

Trusted by:

Unilever · L'ORÉAL · ABInBev · General Mills · MARS · Mondelēz International

Interested in learning more? Book a demo **here** contact@dataimpact.io