



dataimpact
by NielsenIQ

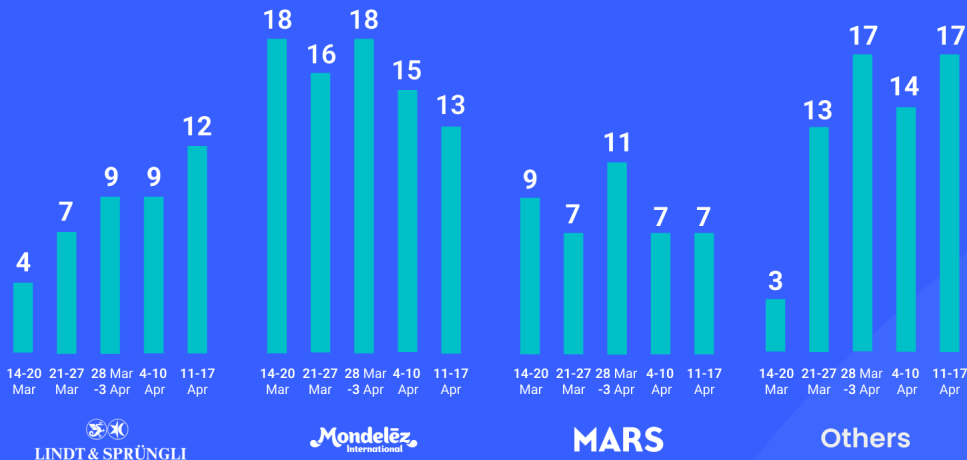
The advantages of cross-referencing **location-based analytics** with **emedia investments**

Optimize your
media buys

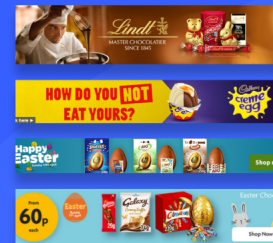


This Easter, manufacturers chose different weeks to promote their chocolate products.

Number of banners related to Easter, 14 March – 17 April, UK



Easter banner examples, UK





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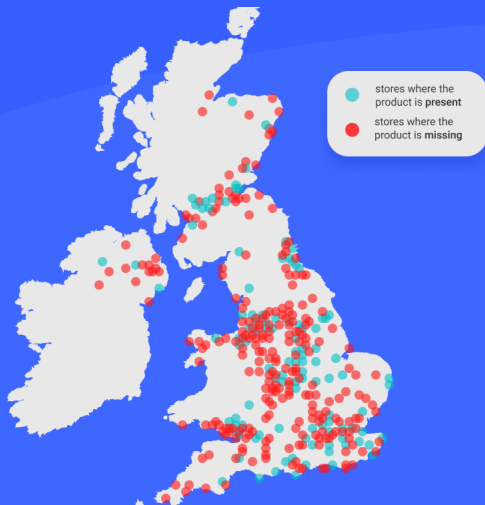


How effective were those media buys?

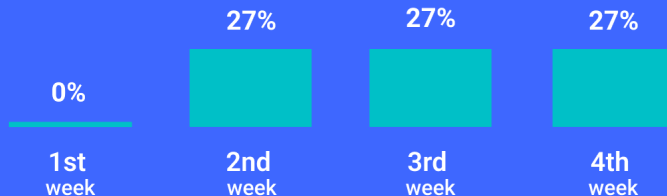


Do you get the most out of **your**
eretail media investments?

A leading ice cream brand player in the UK recently launched a new product with a **significant media spend**:



- During the first week of the campaign, the product **was not distributed**
- Distribution levels remained low throughout the promotion



Similarly, while an online campaign for a major chocolate brand ran, the product had an OOS rate of **over 10% at 353 online stores.**



353 stores

in which the advertised SKU had OOS rates **above 10%**





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Data Impact by NielsenIQ's location-based analytics can track **OOS and distribution from every online store.**



With this precise information, manufacturers can collaborate with retailers to improve **their media buys** and improve **the distribution of their products.**



About Us

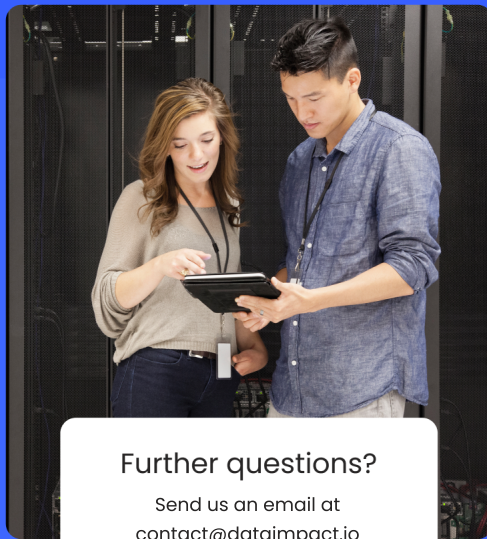
We help manufacturers improve their digital commerce with a customized platform and a responsive support team.



For more insights like these, follow us on [LinkedIn](#) and [Twitter](#).



To book a demo, visit [our website](#).



Further questions?

Send us an email at contact@dataimpact.io