



# Matched Panel Analysis

Increase your return by testing your marketing campaign

It's critical for manufacturers to test the effectiveness of new marketing strategies on a small and cost-effective scale in order to understand consumer response and make educated decisions at the national level. Marketers are constantly developing new ideas, and rolling out every new plan at the national level would be costly if the campaigns were not profitable.

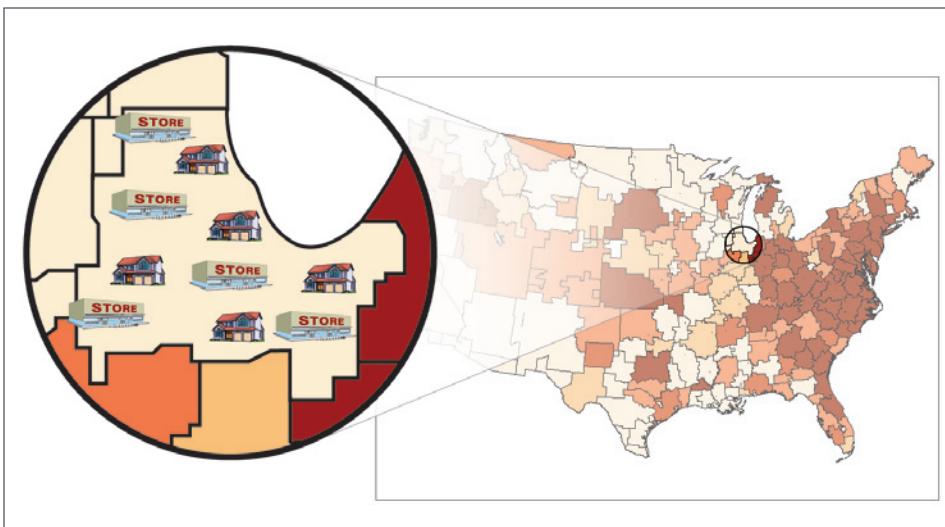
Nielsen Analytic Consulting's Matched Panel Analysis (MPA) solutions allow you to measure and understand the effects of marketing strategies and plan on a smaller, more affordable scale. MPA solutions utilize a robust set of store and household panel data to generate a comprehensive analysis that measures the impact of a vast array of marketing plans. Our solutions can analyze plans ranging from broad-reach campaigns, such as TV/radio/billboard ads, to in-store activities, such as sampling, floor ads, line extensions, new products, and price adjustments.

## Key Features

- Geographic flexibility to test at any custom store, market, or regional level
- Coverage of food, drug, mass, convenience and liquor trade classes
- Ability to analyze ethnic marketing plans
- Flexibility to import Homescan Panel and other external data sources

## Key Benefits:

- Increase your marketing success probability by clearly understanding the effects of your new marketing program before a national rollout
- Precisely evaluate the sales effects of your new marketing plan while controlling any seasonal, geographic, or merchandising activities
- Reduce your costs, by measuring the effectiveness of your marketing strategy on an affordable trial scale



# Case Study: EasyBites new TV advertisement significantly increases sales

## Situation

Snack manufacturer EB Inc is working together with an advertising company to design a new TV ad for EasyBites potato chips. The brand manager of EasyBites needs some foresight into how consumers will respond to this new advertisement and does not want to risk rolling out the ad nationally, without first measuring its potential effectiveness.

## Solution

Nielsen Analytic Consulting MPA Solutions bring specific, actionable recommendations to address these business issues. Our MPA models first found a tight store match between Chicago's Biggie's grocery stores with Minneapolis' Biggie's stores with similar sales volume and trends during the one-year period prior to the test release of the

new TV ad. The TV ad was then released in Chicago for ten weeks. Our Analysis of Covariance model illustrated a trend divergence between the test and control panel caused by the new TV ad, which suggested a change in consumer behavior as a result of being exposed to the TV ad. (Figure 1)

The raw lift in sales during the ten week test period was cleaned up by statistically modeling out noise in sales volume due to inherent market differences and other variables not pertaining to the TV ad. The adjusted difference between the Chicago test market and the Minneapolis control market was measured at 26%, suggesting that sales in Chicago increased by 26% due to the advertising, 6% higher than EB Inc's established minimum rate of 20% that is required for ad rollout. (Figure 2)

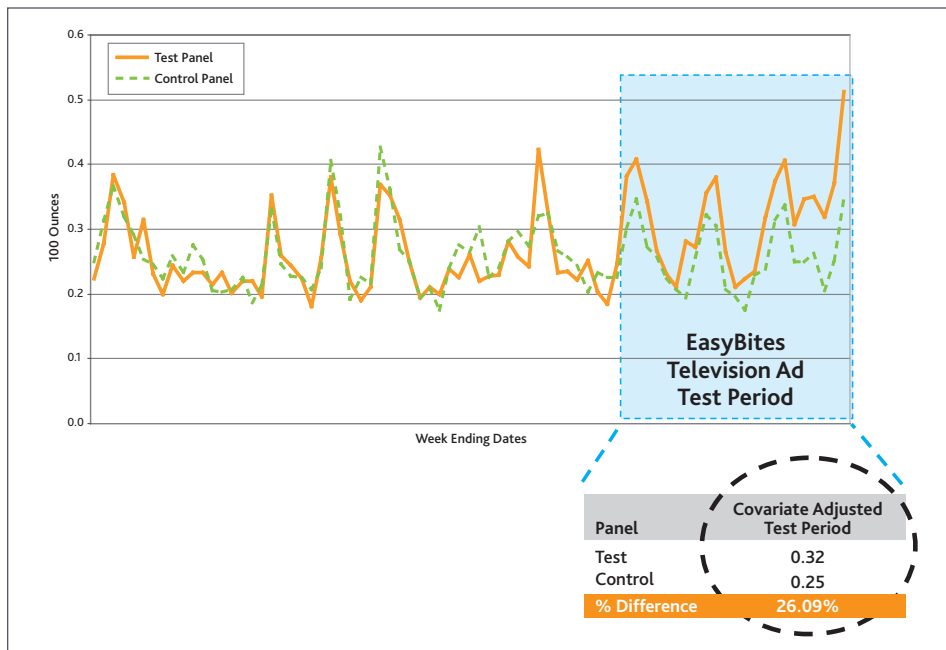


Figure 1

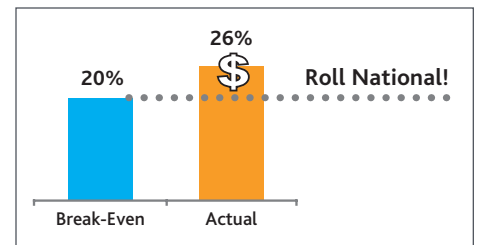


Figure 2

For more information, contact your Nielsen Analytic Consulting representative or visit [www.nielsen.com](http://www.nielsen.com).