

Nielsen Marketing Cloud and i2c collaborate to bring marketers comprehensive UK FMCG audiences for use with programmatic media

Submitted by: Meteor Public Relations

Thursday, 15 September 2016

Nielsen Marketing Cloud today announced an insight collaboration with i2c, the unique partnership between Sainsbury's and Aimia (owner of the Nectar programme) that specialises in data-driven insights and strategies designed to influence shopping behaviour, build brand loyalty and enhance the shopping experience for customers.

This data combined with the Nielsen Marketing Cloud's comprehensive Nielsen consumer and media data enables brands to gain a complete omnichannel view of customers across hundreds of key characteristics. Marketers can harness this data to plan, activate and analyse their marketing campaigns across media, improve the relevance of their customer messages, and more reliably analyse campaign results.

The Nielsen Marketing Cloud and i2c worked together to support Carling's national 'Great British Moments' campaign, which resulted in a 19% sales uplift and an impressive 4.1X campaign ROI attributed to this collaboration. The Carling campaign used programmatic media to raise Carling's brand awareness, bolster non-seasonal sales, drive incremental sales among existing and new customers, and re-engage lapsed shoppers.

The Nielsen Marketing Cloud data science team did this by modelling and scaling audiences across programmatic media based on dozens of Carling's key customer characteristics using in-store and online purchase data from Sainsbury's Nectar Collector loyalty program run by AIMIA, the largest loyalty card provider in the United Kingdom. Sainsbury's is the UK's second largest chain of supermarkets. i2c evaluated and reported on the in-store and online sales impact attributed to the campaign.

"The collaboration of i2c and The Nielsen Marketing Cloud has proven the impact that data-driven programmatic audience buying can have on in-store and online sales for a brand. Our award-winning Carling campaign illustrated that," said Matt Bennathan, VP and Managing Director of Nielsen Marketing Cloud, Europe. "The Nielsen Marketing Cloud has the richest UK data available and is a perfect partner for Nectar's loyalty card data. We can programmatically engage digital audiences at scale and close the loop, providing strong, measurable sales results."

Andrew Muzzelle, Digital Media Director at Aimia said "We've been able to drive significant consumer engagement and meaningfully impact sales for Carling. With The Nielsen Marketing Cloud, we access accurate modelling based on all the relevant characteristics that make up a brand's customer and reach them at scale programmatically."

Contact: alex@meteorpublicrelations.com 020 3544 3570