

# Nielsen collaborates with RichRelevance to personalise ecommerce

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Nielsen Collaborates with RichRelevance to Bring New Retail Personalisation Capabilities to Nielsen Marketing Cloud

Retailers can now provide consumers with improved personalized content, product recommendations and search results on mobile devices and online

London, 8 February 2017: Nielsen today announced an integration with RichRelevance® through the Nielsen Marketing Cloud that enables retailers to deliver highly personalised ecommerce experiences. Now retailers can harness the power of Nielsen audience data, analytics and technology to engage more shoppers with better personalised content, product recommendations and search results, including those who have not previously shopped with the brand. By delivering a more relevant experience to every customer – from the first click through checkout and beyond – clients can achieve significant increases in consideration, loyalty and sales.

With this integration, mutual clients of Nielsen Marketing Cloud (<http://www.nielsen.com/uk/en/solutions/capabilities/nielsen-marketing-cloud.html>) and RichRelevance can use the Nielsen Data Management Platform (DMP) and Nielsen cross-device audience data - spanning demographics, interest and intent - to deliver more tailored onsite and in-app experiences to every shopper. Potential customer experiences can also be personalised across digital media, so that consumers receive relevant content and product recommendations along the entire path to purchase.

For example, when a shopper visits a big box retailer's ecommerce site for the first time, she is greeted with products and content tailored to her based on her demographics, current interests and intent to purchase specific products or services. Content, search results and product recommendations are continuously updated as she browses the site based on her behavior and up-to-the-moment wisdom of the crowd modelling. If she leaves the site prior to purchase, personalised content and recommendations will be shown on other digital channels in her journey.

“Working with RichRelevance, we are helping retail clients harness deep, people-based insights to make shopping experiences across online and mobile commerce more relevant for their customers,” said Karen Fichuk, President, Lead Markets at Nielsen. “This should have a big impact on retail customer acquisition and retention efforts - effectively increasing lifetime value with the best data, technology and analytics available.”

“Personalisation is one of the most important competitive differentiators in the retail industry today,” said Eduardo Sanchez, CEO and president of RichRelevance. “Nielsen Marketing Cloud extends the Relevance Cloud platform to more effectively connect with customers who are new to a retailer, as well as more deeply understand existing customers in the full context of who they are. The result is an elevated experience for all shoppers, no matter whether they are first-time or long-time customers.”

“Approximately 60% of traffic to a retail site or app is anonymous to the retailer, meaning that no data on these audiences is available when they first arrive,” said Nielsen’s Mark Zagorski, Executive

Vice President, Nielsen Marketing Cloud. “With Nielsen Marketing Cloud and RichRelevance, retailers can now access rich data on these anonymous shoppers the moment they hit the site and deliver more relevant experiences from the very start.”

Nielsen Marketing Cloud is integrated with marketing applications across dynamic personalisation, programmatic, website, mobile, video, search, email and social media platforms. It empowers brands, agencies and media companies to connect more deeply with customers by combining Nielsen’s world-class data, analytics, media planning, marketing activation and data management platform capabilities in a fully-integrated cloud software. Marketing outcomes include a deeper understanding of consumers, more effective messaging across devices, and superior ROI analysis and campaign optimization capabilities.

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