

NIELSEN MARKETING CLOUD

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Nielsen Marketing Cloud incorporates a **real-time DMP, Owned and Operated Data** (Nielsen, Exelate, Visual DNA) and trusted **Measurement solutions**. This creates one integrated, unbiased solution, allowing advertising to be more relevant to consumers and more effective to brands.

Our fully-integrated platform enables you to manage every phase of the marketing process, from media planning and activation to data management and measurement.

PLAN

Media Planning
Advanced Profiling
Custom Segmentation

ACT

Nielsen A.I.
Omnichannel Activation
Cross-Device Frequency Capping
Message Sequencing

ANALYSE

In-Flight Analytics
Sales Effect
Reach & Frequency Analytics

MARKETING CLOUD CORE OFFERING

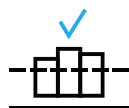
Data Management Platform (DMP)

Expand, optimize, segment and activate customer data across all marketing channels and platforms.



Data as a Service (Daas)

Find a target audience segment or customize based on the characteristics most important to a client.



Measurement Solutions

Trusted measurement offers clients unique solutions, such as: market research, brand uplift measurement and actual ROI measurement.



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A.I. Modelling (DMP)

An adaptive learning technology, built into the Nielsen Marketing Cloud, that automates audience model creation and optimization.



Identity Management

Enables single view of user cross devices to understand cross-device behaviours, that achieve Omni device targeting and greater scale across devices with our device graph.

CONTACT US



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