ACCESSING THE MARKET AT A GLANCE (M@AG) APP

PURPOSE AND ACCESS
The Market At A Glance app consists of several reports designed to help you understand market dynamics and Nielsen’s Retail Measurement Service (RMS) information in select countries or categories. For more information on the reports within this app, refer to the “Using the Market At A Glance Reports” job aid.

To request access to Market At A Glance, send an email to the Nielsen support team at maagapp@nielsen.com. Be sure to include:

1. Your corporate email address (the system will not accept a personal email address)
2. Your country name

Typically, access is granted within three business days.

Once you’ve been given access, you can view Market At A Glance from your iPhone:

1. Download the Nielsen Insight Studio (NIS) App for iPhone from the App Store:
2. Log into Nielsen Insight Studio using the Nielsen Credentials tab. Enter your email address and password. Click Login.

3. Click Market at a Glance Report 2.0 to begin making your selections within the app.
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Or, from your computer:

1. Log into Nielsen Insight Studio using the Answers Portal. Enter your email address and password. Select Login.

2. From the dashboard, select the Market At A Glance Report 2.0 project and select the Market At A Glance Report 2.0 report.

M@AG opens in a new window.