RETAIL MEASUREMENT SERVICES

HOW DOES NIELSEN ENSURE DATA QUALITY?

Step 1: Establish the Retail Universe
Step 2: Design a Representative Sample
Step 3: Collect the Data
Step 4: Expand the Sample Data to the Universe
Step 5: Report the Results to You

WHAT DO WE DO?
At Nielsen, we apply a set of global standards to the statistical procedures known as WatchBuilder Standards in our Retail Measurement Services (RMS) in order to:

• Create greater harmonization of the global Nielsen services.
• Provide our clients with consistent information and quality.
• Develop and install global standards for core products that are competitively superior.
• Establish an environment that accommodates different and changing market conditions.
• Create a sound infrastructure for evolution of core products and profitable growth.

WHERE DO OUR STANDARDS COME FROM?
All of our standards are:

• Derived from the Nielsen Statistical Policies.
• Best Demonstrated Practices to meet Client expectations about Statistical Quality.
• Stated in terms of required processes that minimize risk of wrong statistical decisions.
• Provided in a framework for continuous improvement.
• Defined by Nielsen's most experienced statisticians.
• Based on Nielsen's valuable proprietary knowledge in practical marketing research application.

WHAT DOES THIS MEAN FOR YOU?
You should have:

• Clear expectations about Statistical Quality.
• A better understanding of your Nielsen data.
• Enhanced utilization of your data.
• Increased confidence in Nielsen.
• A clearer perception of Nielsen's value.

For specific information about how these standards apply to your brands, markets and regions, connect with your local, regional and global teams.

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