



NIelsen CLEAR DECISIONS - CORRESPONDENCE

SIMPLIFY RELATIONSHIPS WITH CORRESPONDENCE IN CLEAR DECISIONS

Relationships are complicated

Develop a deeper understanding of your marketplace by mapping consumer attitudes, media consumption and brand behavior with Correspondence, a powerful new segmentation feature that has been fully integrated within Clear Decisions Crosstab. Correspondence dynamically illustrates Crosstab variable relationships in an easy to understand graphical map. The Correspondence feature provides clarity - helping you understand the complexities of a market, define the consumers of a brand and assist in identifying market potential.

Correspondence within Nielsen Clear Decisions takes complex multivariate analysis - to illustrate the relationships between behaviors and consumption from Crosstab - and embeds it in a clear and effective research tool. Visualize and map the relationships between brands and consumer lifestyles in a simple, intuitive and fast graphical interface.

SMART & INTUITIVE

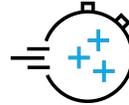
Actionable results

Clear, easy to understand statistics. We've demystified the advanced analytics behind the data to quickly and easily identify which key factors and behaviors differentiate and segment the marketplace. A traffic light system provides an at-a-glance indication of Explanatory Value.



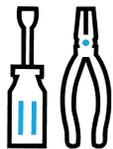
Integrated

A fully integrated feature with Nielsen Clear Decisions Crosstab software building the variables and running your analysis is quick and easy.



Auto-updating

Any changes to the Crosstab dataset are immediately reflected in the Correspondence maps.



Functional

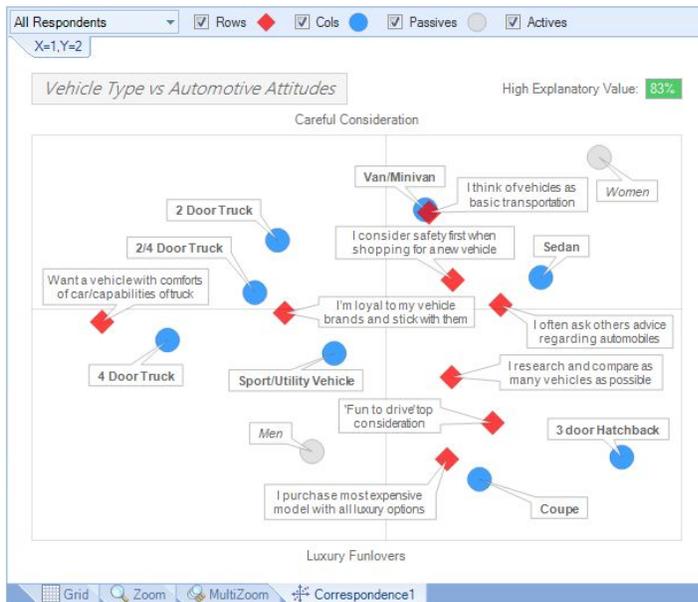
Editing, filtering, revisions and re-runs - the common tasks required for every analysis have been simplified.



Customizable

From thresholds and values to formatting colors, text and labels in a wide range of styles, custom settings can be shared, so everyone you work with can share the same look, feel and design.

POWERFUL DATA VISUALIZATION



Instantly chart results in a simple, clear graphical map, so you can easily see how a marketplace is defined by important variables.

For more information, please contact your Nielsen account manager

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