

# Key Account Data

How well do you know your retail key accounts business?

Co-operative relationships between retailers and manufacturers are the key to successful sales and marketing in the retail sector.

To promote retailer-manufacturer cooperation, Nielsen provides flexible account level solutions that address a range of business issues including:

- Conducting business reviews
- Designing category plans
- Managing new product introductions
- Monitoring pay-for-performance schemes
- Identifying store-level opportunities
- Sales force compensations programs
- Improving operational efficiencies



Retailers will always support those brands that can **prove** they drive their business.



## Key benefits:

- Understand how well YOU and YOUR COMPETITORS perform within a specific retail key account:
  - Who is driving total category growth?
  - Who is growing the retailer's share?
  - In which retail key accounts are your brands and products under or over-performing?
- Understand the impact your promotions have had on:
  - Market share
  - Retailer share of the category
- Identify distribution gaps on a weekly basis by retailer – numeric versus weighted
- Are your weekly prices by retailer in line with those of your competitors?
- Use fact-based selling techniques to improve business performance:
  - Product listings
  - Business reviews
  - Category plans
  - Range reviews
  - New product performance reviews
- Build stronger relationships with your retail key accounts through more regular information sharing meetings
- ...and you can know ALL of the above ITEM by ITEM, WEEK by WEEK
  - Scan sales based service
  - Highly accurate census store data information
  - Critical benchmarks to compare retailers against e.g. Supermarkets & Hypermarkets benchmarks

## Current list of chains available with a WEEKLY scan sales based data in Poland



With every Key Account purchase, Nielsen is happy to offer:

- Predefined Key Account Desktop i-sights (category assessment) free of charge
- Hypermarkets and Supermarkets benchmarks

Nielsen can also offer bimonthly named key account sales data from the leading discount chain:

