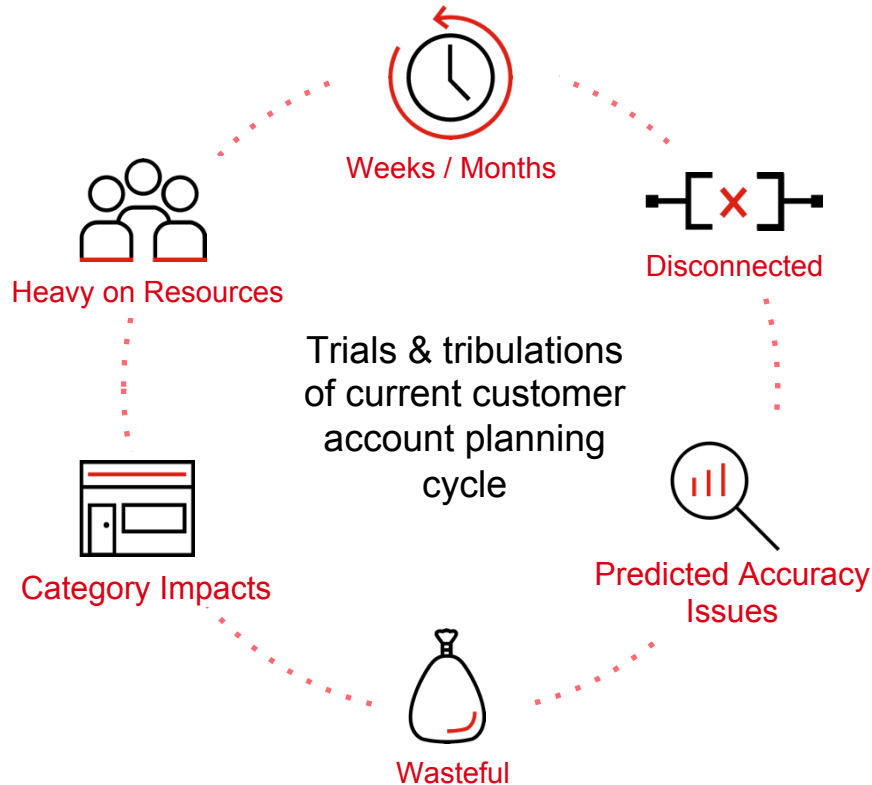


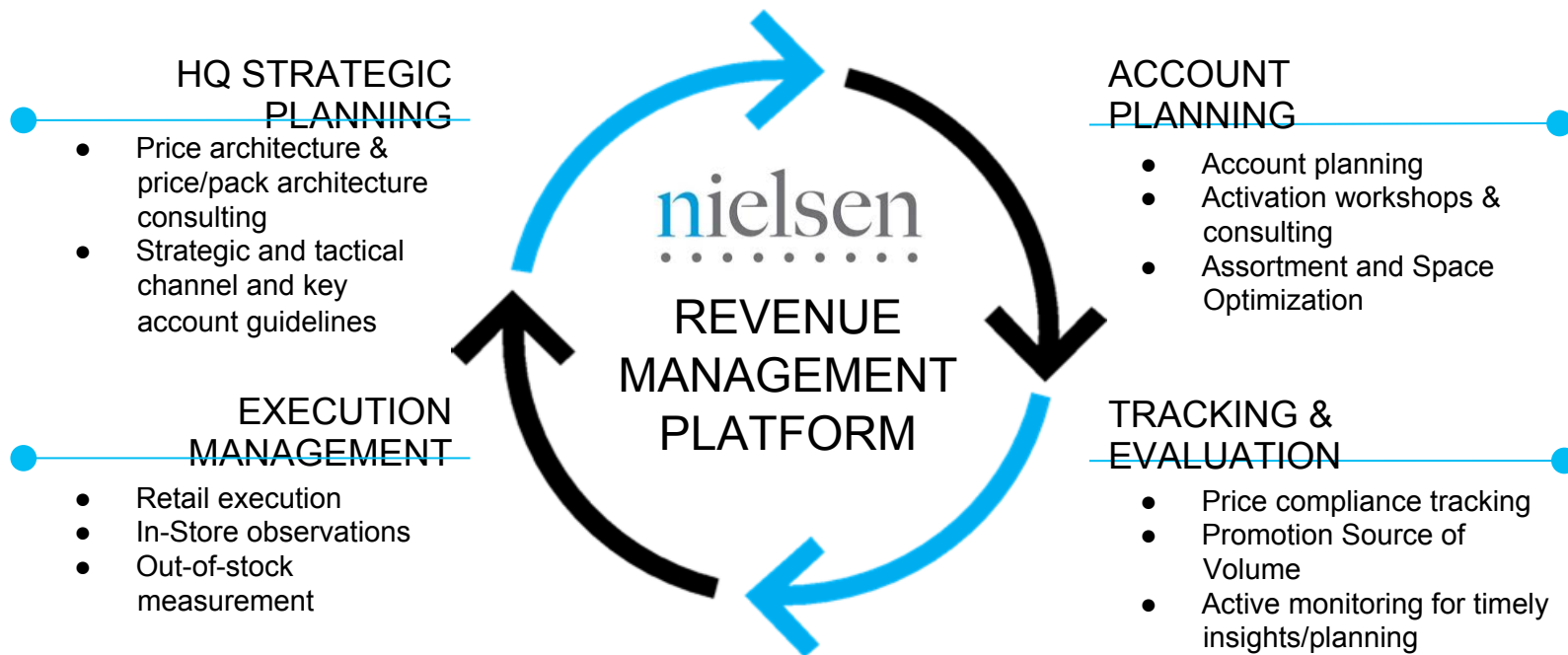
# COMMON CHALLENGES WITH CURRENT PLANNING



## Overcome these challenges with Nielsen RMO:

Resolve promotional inefficiencies through our RMO framework that focuses on your entire organization

# ONE ADAPTIVE PLATFORM THAT MEETS YOUR NEEDS TODAY AND TOMORROW



# CONNECT CONSUMER PERCEPTION TO PRICING



CONSUMER PRICE VALUE PERCEPTION

Understand consumer price value perception & willingness to pay



PRICE & PROMOTION STRATEGY

Set value pricing strategy across channels with optimal brand price pack architecture & promotional mix



TACTICS & ACTIVATION

Account-level predictive software implementing and track pricing execution for each customer



THE RIGHT PRICE WITH THE RIGHT PROMOTIONS

Increased margin and profit opportunities for your brand

# WANT TO LEARN MORE? LET'S TALK.

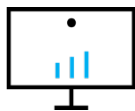


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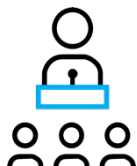
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**Stop by** for a demo of our Revenue Management Optimization platform



**Join us** for the “Advancing eCommerce” workshop at 10 a.m. on Friday